

City of Franklin
Tourism Commission (TC)
Franklin City Hall — Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
Wednesday, October 18, 2017 – 6:00 p.m.
MEETING AGENDA

- I. Call to Order, Roll Call and Pledge of Allegiance
- II. Citizen Comment Period
- III. Consideration of Minutes from the September 27, 2017 meeting
- IV. Announcements relating to tourism (No action to be taken): Introduction of Commission members
- V. Business Matters (Action may be taken as determined by the TC)
 - A. Review and address any questions related to rules and procedures of the Tourism Commission
 - B. Consideration of the proposed 2018 Tourism Commission Budget
 - C. Discussion Franklin Hotel Market & Demand Drivers (Commissioner Schaefer)
 - D. Tourism Commission Brainstorming Session (Commissioner Schermetzler)
 - E. Election of a Chair, Vice Chair and Secretary
- VI. Next Meeting Date: November 15, 2017
- VII. Adjournment

Notice is given that a majority of members of the Franklin Common Council may attend this meeting to gather information about an agenda item over which it has decision-making responsibility. This may constitute a meeting of the Common Council per State ex rel. Badke v. Greendale Village Bd., though the Common Council will not take formal action at this meeting.

Notice is given that upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information, please contact the Franklin City Clerk's Office at 414-425-7500.

City of Franklin

Tourism Commission (TC)

Franklin City Hall — Lower Level Room
9229 W. Loomis Road, Franklin, Wisconsin
Wednesday, September 27, 2017 – 6:00 p.m.

MEETING MINUTES

- I. Call to Order, Roll Call and Pledge of Allegiance: The meeting of the Franklin Tourism Commission (TC) was called to order at 6:00 PM by Mr. Hertzberg serving as the Chair Pro tem. Commissioners present were Grass, Marefka, Schaefer and Schemetzler. Also present was Economic Development Director, Aaron Hertzberg.
- II. Citizen Comment Period: The Floor was open to citizen comment at 6:02 and closed at 6:03.
- III. Announcements relating to tourism (No action to be taken): welcome and introduction of Commission members. Discussion among members. No action taken.
- IV. Business Matters (Action may be taken as determined by the TC)
 - A. Presentation and consideration of Administrative Rules and Procedures for the Tourism Commission: City Clerk, Sandi Wesolowski joined the meeting and presented Administrative Rules and Procedures to the group. Discussion among members. No action taken.
 - B. Election of a Chair and Vice Chair: Mr. Hertzberg noted that the election of secretary was not on the agenda but was a position listed in the ordinance. A motion to postpone action on this item until the TC's next meeting was made (Schermetzler) and seconded (Grass). Motion approved: 4 aye, 0 nay, 1 absent.
 - C. Review of room tax collection revenue and the proposed 2018 Tourism Commission Budget. Mr. Hertzberg presented on the item. Discussion among members. No action taken.
 - D. Discussion of the role of the Tourism Commission: Mr. Hertzberg presented on the item. Discussion among members. No action taken.
 - E. Discussion of regular meeting schedule: Discussion among members. A meeting schedule of the third Wednesday of each month was suggested. The next meeting is scheduled for October 18, 2017. No action taken.
- V. Adjournment: A motion was made (Schermetzler) and seconded (Grass) to adjourn the meeting at 7:38 PM. Motion approved: Motion approved: 4 aye, 0 nay, 1 absent.

Tourism Budget	2017	2018
Revenue Estimates	\$ 105,642	\$ 96,803
Professional Services	\$ 10,000	
Marketing Services	\$ 30,000	
Marketing Supplies	\$ 50,000	
Advertising	\$ 25,000	
Professional Development	\$ 1,500	
Tourism Memberships & Outreach	\$ 2,500	
Tourism Events	\$ 35,000	
		\$ 154,000

Budget for 2018 spends all funds anticipated from 2017 and 50% of funds from 2018.