

**City of Franklin**  
**Tourism Commission (TC)**  
**Franklin City Hall — Hearing Room**  
**9229 W. Loomis Road, Franklin, Wisconsin**  
**Wednesday, February 21, 2018 – 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 Chairwoman Schermetzler. Commissioners present were Schermetzler, Schaefer and Wylie. Excused were Commissioners Marefka and Grass. Also present was Assistant to the Mayor for Economic Development, Nick Fuchs.
- II. Citizen Comment Period: The Floor was open to citizen comment at 6:02 and closed at 6:02.
- III. Consideration of Minutes from the November 29, 2017 meeting: Motion made (Wylie) and seconded (Schaefer) to approve the minutes. Motion carried: 3 ayes, 0 noes.
- IV. Announcements relating to tourism (No action to be taken): Discussion among members. No action taken.
- V. Business Matters (Action may be taken as determined by the TC)
  - A. Discussion of the role of the South Suburban Chamber of Commerce in promoting tourism in Franklin and potential relationship with the Franklin Tourism Commission: Barbara Wesener, Executive Director of the South Suburban Chamber of Commerce discussed different types of events that the Chamber hosts and its partnership with the City of Oak Creek Tourism Commission.
  - B. Discussion regarding potential contracting of a destination tourism assessment for the City of Franklin: Members discussed destination branding. Member Schaefer agreed to continue outreach to companies that conduct tourism assessments and report back at the next meeting. Motion made (Schermetzler) and seconded (Wylie) to table this subject matter to the March 21, 2018 meeting. Motion carried: 3 ayes, 0 noes.
  - C. Discussion of potential Tourism Commission activities to complete during 2018: Members discussed interest in working with the Economic Development Commission and participating in Franklin branding and marketing efforts.
- VI. Next Meeting Date: The next meeting is scheduled for March 21, 2018.
- VII. Adjournment: A motion was made (Schermetzler) and seconded (Schaefer) to adjourn the meeting at 6:51 PM. Motion approved: 3 ayes, 0 noes.