



Minutes of the Tourism Commission
Franklin City Hall Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
Wednesday, August 21, 2019 – 6:00 p.m.

Members Present		Others Present
Ann Adamski	x	Randy Grass – Ad Hoc Member
Shaun Marefka (Vice Chair)	x	Barbara Wesener – Ad Hoc Member
Lance Schaefer		
Amy Schermetzler (Chair)	x	Calli Berg, Dir of Economic Development
Mark Wylie (Secretary / Treasurer)	x	

- I. The meeting of the Tourism Commission was called to order by Chair Schermetzler at 6:01 p.m.
- II. The floor was opened for citizen comment at 6:01 p.m. and closed at 6:02 p.m.
- III. Wylie moved, supported by Adamski, to accept the minutes of the July 17th, 2019 meeting. Motion carried unanimously.
- IV. Schermetzler presented THIEL’s draft static sheets depicting what the pages will look like for the website and solicited opinions from the commissioners. Overall, the commission is good with what has been done and THIEL should proceed.
- V. Berg provided updates on Roc Ventures Co-Op Advertising.
- VI. Berg provided an update on the Democratic National Conventions.
- VII. Berg suggested that the commission consider doing a PR push, including a press release, mailer and maybe a gathering, for the Wisconsin Department of Tourism Co-op Advertising program for some time in the 4th quarter of 2019. The commission agreed.
- VIII. Berg gave an update on the CGI Video Project. Nothing new to report.
- IX. Berg gave an update on the Branding initiative. Nothing new to report.
- X. Schermetzler led the commission in an exercise to finalize the draft mission/vision/values as created at the Strategic Planning session on July 18th, 2019. Schermetzler will incorporate feedback and distribute final drafts.
- XI. Wylie moved, supported by Adamski, to split a fulltime administrative person equally with the Economic Development Department, half the time to be spent on tourism initiatives under the general supervision of Berg and the other half spent assisting the Economic Development Director on economic development administration. The motion also included a back-up plan should Berg’s request be denied for a part time person at minimum hours needed to offer benefits. Motion carried unanimously.
- XII. Schermetzler moved, supported by Wylie, to pay the monthly bills. Motion carried.
- XIII. The next regularly scheduled meeting on September 18th was cancelled by Schermetzler.
- XIV. Adamski moved, supported by Wylie, to adjourn the meeting at 7:17 p.m. Motion carried.