



## Meeting of the Tourism Commission (TC)

### AGENDA

Franklin City Hall Building Hearing Room  
9229 W. Loomis Road, Franklin, Wisconsin

Wednesday, July 17, 2019 – 6:00 p.m.

#### Board Members

Ann Adamski  
Shaun Marefka (Vice Chair)  
Lance Schaefer  
Amy Schermetzler (Chair)  
Mark Wylie (Secretary/Treasurer)

#### Ad Hoc Members

Randy Grass  
Barbara Wesener

- 
- I. Call to Order and Roll Call
  - II. Citizen Comment Period
  - III. Approve June 19th, 2019 Meeting Minutes
  - IV. Web Development –site framework and next steps presented by THIEL Brand Design
  - V. THIEL Presentation for Marketing Programs including Wayfinding, Creative Content, and Media Placement/Execution
  - VI. Open Opportunities / Projects
    - a. Roc Ventures Co-op Advertising opportunities
    - b. Civic Celebration T-Shirt Sponsorship – consider amendment of \$3,000 sponsorship commitment based on actual cost of shirts of \$3,579.65
    - c. Democratic National Convention
    - d. Wisconsin Department of Tourism Co-op Advertising Program Update
    - e. CGI Communications Video Project Update
    - f. Branding Update
    - g. Southwestern Suburban Symphony – discuss opportunities to assist with growing the presence of the symphony
  - VII. New Financial Report / Voucher Approvals
  - VIII. Next meeting – Strategic Planning, July 18, 2019; next regular meeting, August 21, 2019
  - IX. Adjournment

Notice is given that a majority of the Common Council may attend this meeting to gather information about an Agenda item over which they have decision making responsibility. This may constitute a meeting of the Council per *State ex rel. Badke v. Greendale Village Board*, even though the Common Council will not take formal action at this meeting. Notice is also 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.