



**Special Meeting of the Tourism Commission (TC)  
Strategic Planning Session**

**AGENDA**

**Hampton Inn & Suites Milwaukee/Franklin**

**Godsell Meeting Room**

**6901 S. 76<sup>th</sup> Street**

**Franklin, WI 53132**

**Thursday, July 18, 2020 – 1:00pm**

**Commission Members**

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

**Ad Hoc Members**

Randy Grass (ad hoc)  
Barbara Wesener (ad hoc)

- I. Call to Order and Roll Call
- II. Citizen Comment Period
- III. Defining Role of Tourism Commission
- IV. Benchmarking Review
- V. Mission/Vision/Values Discussion
- VI. 2020 Planning & Staffing Approach
- VII. Next Meeting
- VIII. Adjournment