



\*AMENDED

## Meeting of the Tourism Commission (TC)

### AGENDA

Franklin City Hall Building Council Chambers

9229 W. Loomis Road, Franklin, Wisconsin

July 15, 2020 – 7:00 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 17th, 2020 Regular Meeting Minutes
  - IV. Approve June 24<sup>th</sup>, 2020 Special Meeting Minutes
  - V. Approve July 1<sup>st</sup>, 2020 Special Meeting Minutes
  - VI. Approve July 8<sup>th</sup>, 2020 Special Meeting Minutes
  - VII. Forte Theater Company Follow Up on Funding Request
  - VIII. Funding Request – Southwestern Suburban Symphony Madrigal Concert
  - IX. Hotel Industry Update
  - X. Room Tax Rate Increase – Feedback to Finance Committee
  - XI. Web and social media update
  - XII. Banners, Gateway Signs, City Hall Electronic Sign Update
  - XIII. Engage Franklin
    - a. Agreement
    - b. Staffing – job description and timeline
    - c. Visitors Center – development and launch, directional signage and exterior signage
    - d. Kick-off activities
    - e. Engage Franklin logo
    - f. Stadium Bathroom door flyer holders for event and organization promotion
    - g. Stadium Kiosk
  - XIV. Administrative items: Review role of ad hoc members, review Council presentation by Schermetzler and Marefka.
  - XV. New Financial Report / Voucher Approvals
  - XVI. Next meeting
  - XVII. 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.