



**UPDATED AGENDA
TOURISM COMMISSION
Franklin City Hall, Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
August 20, 2025 at 6:00 p.m.**

Board Members

Lance Schaefer (Chair)	Barbara Wesener
Jeff Kuderski (Vice Chair)	Mark Wylie (Secretary/Treasurer)
Bill Elliott	

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- I. Call to Order and Roll Call.
 - A. Pledge of Allegiance
 - II. Citizen Comment Period
 - III. Draft Minutes Approval – July 16, 2025 Meeting
 - IV. Reports
 - A. Engage Franklin (EF), Mark Wylie, Laura Nelson, Brandon Chinaea, Joe Alivo
 - 1. Marketing/Activities
 - 2. EF Strategy Session with Tourism Commission (TC)
 - 3. Finance Report, 2nd Quarter
 - V. Unfinished Business
 - A. Investment vision for retained funds,
 - 1. Open discussion with Engage Franklin
 - 2. Closed Session discussion with Engage Franklin regarding its business activities
- The Tourism Commission may enter closed session pursuant to Wis. Stat. & 19.85 (1) (e), to deliberate the investing of public funds in relation to business activities of Engage Franklin, a Destination Marketing Organization, for competitive or bargaining reasons, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.
- VI. New Business
 - A. 2026 Budget
 - VII. Invoices – Engage Franklin, share of Tourism Commission Room Tax revenues, \$86,848.61
 - VIII. Next meeting
 - 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