



**UPDATED AGENDA  
TOURISM COMMISSION  
Franklin City Hall, Hearing Room  
9229 W. Loomis Road, Franklin, Wisconsin  
April 15, 2026 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 – March 18, 2026, Meeting
  - IV. Reports
    - A. Engage Franklin (EF), Mark Wylie, Laura Nelson
    - B. Finance Report
  - V. Unfinished Business
    - A. Polonia Sport Club, Grant Application supplement for Artificial Turf Field construction
    - B. 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 – Grant Application limits
  - VII. Invoices: Engage Franklin share of Feb/March Hotel Taxes - \$35,650.46
  - VIII. Next meeting
  - VIII. 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



**MINUTES OF MEETING OF THE TOURISM COMMISSION**  
**Lower Level Meeting Room, 9229 W. Loomis Road, Franklin, Wisconsin**  
**March 18, 2026 – 6:00 p.m.**

Members Present		Others Present
Lance Schaefer (Chair)	X	
Jeff Kuderski (Vice Chair)		
Mark Wylie (Secretary / Treasurer)		John Regetz, Economic Development Director, City of Franklin
Barbara Wesener	X	Laura Nelson, President Engage Franklin
Bill Elliott	X	

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission (TC) was called to order by Chairman Schaefer at 6:01 p.m.
  - A. Pledge of Allegiance
  
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:02 p.m. with no citizens present. Citizen Comment Period closed at 6:02 p.m.
  
- III. Draft Minutes Approval, January 21, 2026 Meeting, Motion by Wylie, second by Elliot to approve. Motion carried.
  
- IV. Reports
  - A. Engage Franklin (EF), Laura Nelson – EF took action on a couple items requested by the TC: Retained I-Net to execute website and social media functions, but need administrator passwords, I-Net posts events, social media, but not sponsored posts, and has access to the EF U-tube account; Marquette University eblast agreement was continued. The Golf Show went very well, was very busy and got good press. EF pursuing Carrie Grieving for the Executive Director role. Snow Vana signing up again to be held in Franklin.
    - 1. Q1 Finance Report – Written report is coming, EF paid ¼ of naming rights.
  
- V. Unfinished Business
  - A. Polonia Sport Club, Grant Application supplement for Artificial Turf Field construction – The club will bring engineering information to the next meeting. Motion by Wylie to pledge \$100,000 to the project, contingent on engineering reports. Motion died for lack of a second – no action taken.
  
  - B. Investment vision for retained funds
    - 1. Open discussion with Engage Franklin
    - 2. Closed Session discussion with Engage Franklin regarding its business activities – Motion by Wylie, second by Elliot, to enter closed session. Motion carried.

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. Motion by Elliot, second by Wylie to enter back into open session.
  
- VI. New Business - Social House Entertainment Grant for Taco’s & Tequila event - \$30,000 The TC was unclear on the room generation by the event. Motion by Elliot, second by Wylie, to deny the application. Motion carried.
  
- VII. Invoices – EF Share Motel Room Tax - \$33,595.66. Motion by Elliot, second by Wylie, to approve

the invoice. Motion carried.

- VIII. Next meeting – April 15. Chairman Schaefer would like Grant Limits to be added onto the agenda as there are 4 new businesses that wish to apply. The limits would apply to applications submitted after the limits are approved.
- IX. Adjournment – Motion by Wylie, Second by Elliot. Meeting adjourned.

DRAFT

# Statement of Financial Position

Engage Franklin Inc

As of Mar 31, 2026

	TOTAL
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Assets	
Current Assets	
Bank Accounts	
Checking	139,820.80
Savings	15,942.99
<b>Total for Bank Accounts</b>	<b>\$155,763.79</b>
Accounts Receivable	
Accounts Receivable (A/R)	0.00
<b>Total for Accounts Receivable</b>	<b>\$0.00</b>
<b>Total for Current Assets</b>	<b>\$155,763.79</b>
Fixed Assets	
Brand/Graphics	5,150.00
Website	19,813.50
<b>Total for Fixed Assets</b>	<b>\$24,963.50</b>
<b>Total for Assets</b>	<b>\$180,727.29</b>
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Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	37,500.00
<b>Total for Accounts Payable</b>	<b>\$37,500.00</b>
<b>Total for Current Liabilities</b>	<b>\$37,500.00</b>
<b>Total for Liabilities</b>	<b>\$37,500.00</b>
Equity	
Retained Earnings	167,413.88
Net Income	-24,186.59
<b>Total for Equity</b>	<b>\$143,227.29</b>
<b>Total for Liabilities and Equity</b>	<b>\$180,727.29</b>
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# Statement of Activity

Engage Franklin Inc

January-March, 2026

	TOTAL
Revenue	
Deposit Dividend from ECU	4.89
<b>Total for Revenue</b>	<b>\$4.89</b>
<b>Gross Profit</b>	<b>\$4.89</b>
Expenditures	
Entertainment Meals	91.58
Office expenses	
Memberships & subscriptions	1,218.90
Software & apps	381.00
<b>Total for Office expenses</b>	<b>\$1,599.90</b>
Sponsorship	22,500.00
<b>Total for Expenditures</b>	<b>\$24,191.48</b>
<b>Net Operating Revenue</b>	<b>-\$24,186.59</b>
<b>Net Other Revenue</b>	
<b>Net Revenue</b>	<b>-\$24,186.59</b>

**Engage Franklin Funding**  
 2023 Funding - 75% of all Tourism dollars  
 Agreement Date: October 1, 2023

Month	01-0000-4022		70%		75%		Paid	Paid Amount	Paid Date	Check No.	Overpaid
	Total room tax dollars collected		70% goes to Tourism		75% goes to Engage Franklin						
12/31/2023	\$ 101,640.23		\$ 101,640.23		\$ 76,230.17		✓	\$76,230.17	5/2/2024	197665	
10/3/2024	\$ 86,426.65		\$ 86,426.65		\$ 64,819.99		✓	\$64,819.99	10/31/2024	199872	
10/31/2024	\$ 58,514.84		\$ 58,514.84		\$ 43,886.13		✓	\$43,886.13	11/28/2024	200254	
11/30/2024	\$ 138,848.79		\$ 138,848.79		\$ 104,136.59		✓	\$104,136.59	1/2/2025	200610	
2/18/2025 January 2025	\$ 52,056.30		\$ 36,439.41		\$ 27,329.56		✓	\$39,042.23	2/27/2025	201826	\$11,712.67
4/17/2025 February 2025	\$ 52,688.36		\$ 36,881.85		\$ 27,661.39		✓	\$15,948.72	5/7/2025	202667	
5/15/2025 April 2025	\$ 41,798.37		\$ 29,258.86		\$ 21,944.14		✓	\$21,944.14	5/28/2025	202855	
6/12/2025 May 2025	\$ 86,891.18		\$ 60,823.83		\$ 45,617.87		✓	\$45,617.87	6/25/2025	203220	
8/14/2025 June 2025	\$ -		\$ -		\$ -						
8/14/2025 July 2025	\$ 165,425.92		\$ 115,798.14		\$ 86,848.61		✓	\$86,848.61	8/27/2025	204011	
9/10/2025 August 2025	\$ 4,549.52		\$ 3,184.66		\$ 2,388.50		✓	\$2,388.50	10/2/2025	204323	
11/12/2025 September 2025	\$ -		\$ -		\$ -						
11/12/2025 October 2025	\$ 19,332.46		\$ 13,532.72		\$ 10,149.54		✓	\$10,149.54	12/4/2025	205123	
12/11/2025 November 2025	\$ 225,514.83		\$ 157,860.38		\$ 118,395.29		✓	\$118,395.29	1/8/2026	205531	
1/1/2026 December 2025	\$ -		\$ -		\$ -						
2/1/2026 January 2026	\$ 63,991.73		\$ 44,794.21		\$ 33,595.66		✓	\$33,595.66	4/2/2026	206456	
3/1/2026 February 2026	\$ 37,456.02		\$ 26,219.21		\$ 19,664.41						
4/1/2026 March 2026	\$ 30,449.62		\$ 21,314.73		\$ 15,986.05						



## PAYMENT VOUCHER

City of Franklin  
9229 W. Loomis Rd.  
Franklin, WI 53132

Date: April 14, 2026

Pay To: Engage Franklin  
7044 S. Ballpark Drive  
Franklin, WI 53132  
CelebrateFranklin.com

Account	Description	Amount	Percent Owed	Amount Owed
17-0651-5299	75% Agreement per Franklin Tourism Commission & Engage Franklin Tourism Entity Agreement effective October 1, 2023	\$47,533.95	75%	\$35,650.46
	<b>FEBRUARY 2026 REVENUE</b>			
	<b>MARCH 2026 REVENUE</b>			
			<b>TOTAL</b>	<b>\$35,650.46</b>

Finance Department

Prepared By: Danielle Brown

Signature: *Danielle Brown*

Date: April 14, 2026

Tourism Commission Approval

Approved By: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_