



**AGENDA**  
**TOURISM COMMISSION**  
**Franklin City Hall, Hearing Room**  
**9229 W. Loomis Road, Franklin, Wisconsin**  
**July 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 – June 17, 2026, Meeting
  - IV. Reports
    - A. Engage Franklin (EF), Mark Wylie, Cari Greving
  - V. New Business - Wehr Nature Center Grant-Program-Application
  - VI. Unfinished Business
    - A. Polonia Sport Club, Grant Application addition update, Artificial Turf Field
    - B. Engage Franklin, marketing budget funding proposal - Visitor Guide 2027, Snowvana [Engage Franklin - 2026 Snowvana Proposal - Google Slides](#)
    - C. Grant Application limits and new guidelines
    - D. 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.
  - VII. Invoices: Engage Franklin share of June Hotel Taxes
  - 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

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**MINUTES OF MEETING OF THE TOURISM COMMISSION**  
**Council Chambers, 9229 W. Loomis Road, Franklin, Wisconsin**  
**June 17, 2026 – 6:00 p.m.**

Members Present		Others Present
Lance Schaefer (Chair)	X	
Jeff Kuderski (Vice Chair)		Carrie Greving, Executive Director, Engage Franklin
Mark Wylie (Secretary / Treasurer)		John Regetz, Economic Development Director, City of Franklin
Barbara Wesener	X	
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 6:08 p.m.
  - A. Pledge of Allegiance
- II. Citizen Comment Period - The floor was opened for citizen comments at 6:09 p.m. There being none in attendance Citizen Comment Period closed at 6:10 p.m.
- III. Draft Minutes Approval, May 27, 2026, Meeting, Motion by Wesener, second by Schaefer, to approve as amended. Motion carried.
- IV. Reports
  - A. Engage Franklin (EF) - Cari Greving reported that EF has donated the same as last year to the Civic Celebration (\$500), and the Franklin Concerts In the Park (\$300). The website is being updated, and EF needs partners and supporters to make the listings more complete. The new Facebook account should be up soon and provide access to Instagram. 3 visitor guide proposals were presented with Nei Turner’s seeming to be best at \$24k, with an additional \$1k for a map. The selected vendor will make all the ad sales calls and determine rates. A budget request for the visitor guide will be presented at July’s meeting. EF will pursue Snowvana again and a budget proposal will also be presented at July’s meeting.
- V. Unfinished Business
  - A. Polonia Sport Club, Grant Application addition for Artificial Turf Field construction – A work emergency kept the representative from attending. No action taken.
  - B. Grant Application limits and new guidelines. A work emergency kept the representative from attending. No action taken.
  - C. 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. No action, no closed session.
- VI. Invoices: Engage Franklin share of April Hotel Taxes, \$17,524.88 – Motion by Wylie, second by Wesener, to approve payment of the invoice with the indicated revenue month amended to May. Motion carried.
- VII. Next meeting – July 15, 6:00 p.m.
- VIII. Adjournment – Motion by Wylie, second by Wesener, to adjourn. Meeting adjourned.

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**Thank you for your interest in working with the Franklin Tourism Commission.**

**Mission Statement:**

The Tourism Commission mission is to promote the City of Franklin, Wisconsin as the premiere destination in Southeastern Wisconsin for fun, business, and entertainment & recreation.

**Our Core Values:**

- **MARKET:** We engage in marketing activities designed to increase tourism awareness.
- **BRAND:** We brand Franklin as a place that has a high quality of life for both residents and visitors.
- **WELCOME:** We support visitors and businesses.
- **DEVELOP:** We partake in activities designed to bring additional revenue streams to the commission and city.

Please keep in mind that by state statute, Tourism Commission funds must be used for tourism promotion and development that is *likely to generate paid overnight stays* at local hotels.



If you would like to request funds or assistance from the Tourism Commission, we invite you to present at one of our monthly meetings, as our agenda allows. Please keep in mind the above mission and core values when making your request, and be prepared to provide answers to the following questions:

- Requesting Organization & Contact Info
- Event/Project Description & Timing
- Impact on Lodging. How does your request translate to overnight tourism for the City? (i.e. how will this request get us “heads in beds”?)
- Event/Project Budget. Please include the full budget for your event or project as well as the amount you are requesting from the Tourism Commission. If necessary, prioritize your needs clearly so we know where you need the most support.
- Use of Funding Support. Please describe in detail how the funds from the Tourism Commission will be specifically utilized.

You may choose to present a written document or presentation, or you may talk to each of these points, but please make sure all the above questions will be answered when making your request.



**CITY OF FRANKLIN  
TOURISM GRANT PROGRAM  
APPLICATION**

Date
Tourism Commission Use Only
Application Number:

**Amount Requested: \_\_\_\_\_**

<b>Section 1: Applicant Information / Description of Organization</b>			
<b>Applicant</b>			
<b>Address</b>	<b>City</b>	<b>State</b>	<b>ZIP Code</b>
<b>Authorized Representative</b>	<b>Title</b>	<b>Telephone Number</b>	
<b>Contact Person</b>	<b>Title</b>	<b>Telephone Number</b>	
<b>E-Mail Address</b>	<b>Fax Number</b>		
<b>Background of organization</b>			
<b>Mission and Objectives of organization</b>			
<b>Target Markets of organization</b>			

**TOURISM GRANT PROGRAM - GRANT APPLICATION**

<b>Section 2: Project Information</b>
<b>Project Title</b>
<b>Detailed Project Description</b>
<b>Expected Outcomes</b>
<b>What are the project's attendance goals</b>
<b>Please identify how this project/program will specifically be able to generate paid overnight stays in hotels within the City of Franklin, WI.</b>
<b>What are the Specific Geographic and Market Targets for the Project?</b>

**TOURISM GRANT PROGRAM - GRANT APPLICATION**

<b>Section 2: Project Information (Continued)</b>
<b>Timeline For Implementation</b>
<b>Staffing Requirements</b>

<b>Section 3: Financial Information</b>
<b>Plans For Sustaining the Project's Funding Upon the Expiration of the Grant</b>
<b>List Project Funding Sources, Amounts and Budget Percentage</b>
<b>Explain in Detail How the Tourism Commission Funds will be used in the Project.</b>

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May 8, 2026

Mr. Dan Stadler – President  
Polonia Soccer Club  
10200 W. Loomis Rd. #8159  
Franklin, WI 53132



RE: 12-Inch Main Drain Installation Proposal Field #2

Dear Mr. Stadler,

Thank you for the opportunity to provide a drainage improvement proposal for soccer field #2. Based on the existing field conditions and drainage concerns observed on-site, we are recommending the installation of a new 12-inch main drainage line to significantly improve surface drainage, field stability, and overall playability.

Poor drainage conditions can create standing water, saturated soil, turf decline, unsafe footing, and extended recovery times following rainfall events. Installing a properly designed main drainage system will allow water to move efficiently away from the playing surface, helping maintain a firmer, safer, and more consistent field throughout the season.

The proposed scope of work is outlined below:

### **SCOPE OF WORK – 12-INCH MAIN DRAIN INSTALLATION – Part One**

1. Excavation
  - Excavate approximately 480 linear feet, averaging 24 inches wide and 40 inches deep, along the designated main drain alignment.
2. Pipe Installation
  - Furnish and install 480 linear feet of 12-inch smooth-flow solid drainpipe at the specified grade and alignment.
3. Outlet / Discharge
  - Daylight the 12-inch drainpipe south of the field and install an approved critter guard at the discharge point.
4. Backfill
  - Backfill the trench with approved root-zone sand to existing surface grade.
5. Surface Restoration
  - Grade the backfilled area to match surrounding elevations.
  - Roll/compact and wet down sand.
  - Repeat compaction and watering as necessary until material is firm, stable, and no longer settles.

## 6. Provide and Install Athletic Blend Sod

- Big Roll Sod will be used to cover the 12" mainline throughout the area of excavation.
- Polonia Soccer Club will be responsible for water of newly installed sod.

### SCOPE OF WORK – 4-INCH TRENCHES FOR LATERAL DRAIN LINES – Part Two

1. Excavation • Excavate approximately 5,040 linear feet of trench, averaging 4 inches wide and 16–22 inches deep, along designated lateral drain alignments. See attached Map.
2. Pipe Installation • Furnish and install 2-inch perforated drainpipe within trenches and connect all laterals into the existing 12-inch main drain.
3. Backfill • Backfill trenches with pea stone gravel and root-zone sand to existing surface grade.
4. Provide and install Athletic Blend Seed to 4" trenches, apply starter fertilizer.
  - Polonia Soccer Club is responsible for water of new seed. KEI will supervise / manage recommended amounts of irrigation as project progresses.

This drainage installation will provide substantial long-term benefits to the facility by improving water movement, reducing downtime after rain events, and promoting healthier turf conditions. A properly functioning drainage system is one of the most important investments that can be made toward preserving high-quality athletic fields and ensuring a safe playing environment for athletes.



Following completion of the drainage installation and seeding operations, we anticipate the field can return to play in approximately 8 weeks, depending on weather conditions, irrigation consistency, and overall seed germination and establishment. Proper watering and limiting traffic during the grow-in period will be critical to achieving strong turf establishment and ensuring the long-term success of the renovated playing surface.

**Total Cost of Drainage Project.....\$146,359.00**

We appreciate the opportunity to work with Polonia Soccer Club and look forward to helping improve the overall quality and performance of your facility. Please feel free to contact us with any questions regarding the proposed work.

Best Regards,

Brent Amann  
Sports Field Services  
Kujawa Enterprises, Inc.  
[Brent.amann@keiorange.com](mailto:Brent.amann@keiorange.com)  
262-475-8263

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**From:** [Cari Greving](#)  
**To:** [John Regetz](#); [lance](#); [Mark Wylie](#); ["Bill Elliott"](#); [jkuderski](#); ["Barbara Wesener"](#)  
**Subject:** Funding Request from Engage Franklin  
**Date:** Tuesday, July 7, 2026 10:39:58 AM  
**Attachments:** [image.png](#)

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Good morning Tourism Commission!

I checked in with John about the process for officially requesting funding for specific tourism projects (thanks John!) and I am sending this email with his direction. I will be attending the Tourism Commission meeting on Wednesday, July 15 but wanted you to have this request ahead of time.

Engage Franklin met after the last Tourism Commission and they agreed to move forward on the Visitor Guide for 2027 with Nei Turner and their proposal. This is the proposal I presented to you in June and both you and I agreed on recommending Nei Turner. So, all parties agree! **I am requesting \$25,000 from the Marketing Services Budget line because this is clearly a marketing project.** I cannot really forecast overnight room nights that will come from the Guide but I can absolutely guarantee an increase in Franklin's presence in the tourism marketing world with a Visitor Guide like the one we are proposing with Nei Turner. The cost was supplied to you at the last meeting (\$24k, with an additional \$1k for a map).

**Engage Franklin would also like to request \$7500 for a sponsorship for the upcoming Snowvana Ski Festival in November 2026.** This is the second year for the event and the Snowvana team is really increasing the size and scope of the event. They have also received a JEM Grant from Travel WI, to help them increase their marketing efforts around the US. Because of this, we do not want to miss out on getting the Engage Franklin name included in this national marketing. We believe the \$7500 sponsorship is the best option (you will see there are 2 others offered in the link) and we can absolutely track the room nights for this event. We will also have access to all the data for the attendees- which will help us grow our visitor database and allow for a much larger reach for our brand. I am not certain which Budget line you would want this to draw from but I am happy to discuss or take your recommendation.

Here is the link to the Snowvana sponsorship proposal for your viewing: [Engage Franklin - 2026 Snowvana Proposal - Google Slides](#)

Please let me know if you have any questions prior to the meeting. I am hopeful that you will find these requests favorable and reasonable and we can move forward with both after your votes at the meeting next week.

Thank you so much,  
Cari

Cari Greving  
Executive Director, Engage Franklin  
262.599.0539

