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CITY OF FRANKLIN  
COMMON COUNCIL MEETING\*  
FRANKLIN CITY HALL – COMMON COUNCIL CHAMBERS  
9229 WEST LOOMIS ROAD, FRANKLIN, WISCONSIN  
AGENDA  
TUESDAY, JUNE 2, 2026 AT 6:30 P.M.

- A. Call to Order and Roll Call.
- B.
  - 1. Mayoral Announcements:
    - (a) Proclamation Honoring Eagle Scout Joseph Bridson.
    - (b) Proclamation Honoring Eagle Scout Joshua Dahlen.
    - (c) Proclamation Honoring Eagle Scout Aidan King.
    - (d) Proclamation Honoring Eagle Scout Kyle Schadler.
    - (e) Proclamation Honoring Eagle Scout Jackson Stanley.
    - (f) Proclamation Honoring Eagle Scout Justin Zettelmeier.
  - 2. Citizen Comment Period.
- C. Approval of Minutes: Regular Common Council Meeting of May 19, 2026.
- D. Hearings.
- E. Organizational.
- F. Letters and Petitions.
- G. Reports and Recommendations:
  - 1. Request to survey properties for public Water Main Service on South 92nd Street and West Ryan Road from Hwy 100 to the 9700 block of W. Ryan Road.
  - 2. A Resolution to enter into Agreement with Milwaukee County for Traffic Signals at South 76th Street (CTH U) and Poths General Development South Entrance (7200 S. 76th Street).
  - 3. Authorization to solicit and receive bids for the Chapel Hill Drive Water Main Relay Project.
  - 4. A Resolution Adopting the Economic Development Strategic Plan Report and Implementation Plan, presented by the Economic Development Commission, as the City of Franklin’s Economic Development Strategic Plan.
  - 5. A Resolution authorizing Franklin Director of Health and Human Services, or Designee, to sign the 2026 Fun Flicks Outdoor Movie City of Franklin Health Department Contract.

Common Council Meeting Agenda

June 2, 2026

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- H. Licenses and Permits: License Committee Meeting of June 2, 2026.
  - 1. H, B & H, LLC d/b/a On the Border applications for Class B Combination and Entertainment & Amusement Licenses for July 1, 2026 - June 30, 2027. The Common Council may enter closed session pursuant to Wis. Stat. § 19.85(1)(b), for considering licensing for H, B & H, LLC d/b/a On the Border applications for Class B Combination and Entertainment & Amusement Licenses for July 1, 2026 - June 30, 2027, and potentially taking final action on such licenses, which final action would take place in open session thereafter, and noting that the licensee has been noticed and may demand that this subject matter item be held in open session, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.
  - 2. Irish Cottage of Franklin LLC d/b/a Irish Cottage applications for Class B Combination and Entertainment & Amusement Licenses for July 1, 2026 - June 30, 2027. The Common Council may enter closed session pursuant to Wis. Stat. § 19.85(1)(b), for considering licensing for Irish Cottage of Franklin LLC d/b/a Irish Cottage applications for Class B Combination and Entertainment & Amusement Licenses for July 1, 2026 - June 30, 2027, and potentially taking final action on such licenses, which final action would take place in open session thereafter, and noting that the licensee has been noticed and may demand that this subject matter item be held in open session, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.

I. Bills.  
Request for Approval of Vouchers and Payroll.

J. Adjournment.

\*Supporting documentation and details of these agenda items are available at City Hall during normal business hours.

[Note. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services For additional information, contact the City Clerk's office at (414) 425-7500 ]

REMINDERS:

June 16	Common Council	6:30 p.m.
June 18	Plan Commission	6:00 p.m.
July 3	City Hall Closed-Fourth of July	
July 7	Common Council	6:30 p.m.
July 9	Plan Commission	6:00 p.m.

# City of Franklin Proclamation

## CERTIFICATE OF ACHIEVEMENT

### JOSEPH BRIDSON

Whereas, the development of our youth, both boys and girls is greatly enhanced by active participation in scouting; and

Whereas, Joseph Bridson by study, hard work and perseverance, has successfully progressed through various ranks in scouting; and

Whereas, such dedication and perseverance has resulted in Joseph Bridson earning the highest award in scouting that of Eagle Scout; and

Whereas, Joseph Bridson is one of a few in this Country earning his esteemed rank; and

Whereas, Joseph Bridson's achievement has broadened his knowledge and experience and will help him in all of his future endeavors; and

Whereas, Joseph Bridson's parents, his scouting leaders, friends, and the community are proud of his achievement.

NOW, THEREFORE, I, Mayor John R. Nelson present this Certificate of Achievement to Joseph Bridson on the occasion of him becoming an Eagle Scout and ask all residents of Franklin to join me in congratulating Joseph Bridson on this outstanding achievement.

Dated this 2nd day of June, 2026 in Franklin, Wisconsin.

\_\_\_\_\_  
John R. Nelson, Mayor

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# City of Franklin Proclamation

## CERTIFICATE OF ACHIEVEMENT

### JOSHUA DAHLEN

Whereas, the development of our youth, both boys and girls is greatly enhanced by active participation in scouting; and

Whereas, Joshua Dahlen by study, hard work and perseverance, has successfully progressed through various ranks in scouting; and

Whereas, such dedication and perseverance has resulted in Joshua Dahlen earning the highest award in scouting that of Eagle Scout; and

Whereas, Joshua Dahlen is one of a few in this Country earning his esteemed rank; and

Whereas, Joshua Dahlen's achievement has broadened his knowledge and experience and will help him in all of his future endeavors; and

Whereas, Joshua Dahlen's parents, his scouting leaders, friends, and the community are proud of his achievement.

NOW, THEREFORE, I, Mayor John R. Nelson present this Certificate of Achievement to Joshua Dahlen on the occasion of him becoming an Eagle Scout and ask all residents of Franklin to join me in congratulating Joshua Dahlen on this outstanding achievement.

Dated this 2nd day of June, 2026 in Franklin, Wisconsin.

\_\_\_\_\_  
John R. Nelson, Mayor

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# City of Franklin Proclamation

## CERTIFICATE OF ACHIEVEMENT

### AIDAN KING

Whereas, the development of our youth, both boys and girls is greatly enhanced by active participation in scouting; and

Whereas, Aidan King by study, hard work and perseverance, has successfully progressed through various ranks in scouting; and

Whereas, such dedication and perseverance has resulted in Aidan King earning the highest award in scouting that of Eagle Scout; and

Whereas, Aidan King is one of a few in this Country earning his esteemed rank; and

Whereas, Aidan King's achievement has broadened his knowledge and experience and will help him in all of his future endeavors; and

Whereas, Aidan King's parents, his scouting leaders, friends, and the community are proud of his achievement.

NOW, THEREFORE, I, Mayor John R. Nelson present this Certificate of Achievement to Aidan King on the occasion of him becoming an Eagle Scout and ask all residents of Franklin to join me in congratulating Aidan King on this outstanding achievement.

Dated this 2nd day of June, 2026 in Franklin, Wisconsin.

\_\_\_\_\_  
John R. Nelson, Mayor

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# City of Franklin Proclamation

## CERTIFICATE OF ACHIEVEMENT

### KYLE SCHADLER

Whereas, the development of our youth, both boys and girls is greatly enhanced by active participation in scouting; and

Whereas, Kyle Schadler by study, hard work and perseverance, has successfully progressed through various ranks in scouting; and

Whereas, such dedication and perseverance has resulted in Kyle Schadler earning the highest award in scouting that of Eagle Scout; and

Whereas, Kyle Schadler is one of a few in this Country earning his esteemed rank; and

Whereas, Kyle Schadler's achievement has broadened his knowledge and experience and will help him in all of his future endeavors; and

Whereas, Kyle Schadler's parents, his scouting leaders, friends, and the community are proud of his achievement.

NOW, THEREFORE, I, Mayor John R. Nelson present this Certificate of Achievement to Kyle Schadler on the occasion of him becoming an Eagle Scout and ask all residents of Franklin to join me in congratulating Kyle Schadler on this outstanding achievement.

Dated this 2nd day of June, 2026 in Franklin, Wisconsin.

\_\_\_\_\_  
John R. Nelson, Mayor

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# City of Franklin Proclamation

## CERTIFICATE OF ACHIEVEMENT

### JACKSON STANLEY

Whereas, the development of our youth, both boys and girls is greatly enhanced by active participation in scouting; and

Whereas, Jackson Stanley by study, hard work and perseverance, has successfully progressed through various ranks in scouting; and

Whereas, such dedication and perseverance has resulted in Jackson Stanley earning the highest award in scouting that of Eagle Scout; and

Whereas, Jackson Stanley is one of a few in this Country earning his esteemed rank; and

Whereas, Jackson Stanley's achievement has broadened his knowledge and experience and will help him in all of his future endeavors; and

Whereas, Jackson Stanley's parents, his scouting leaders, friends, and the community are proud of his achievement.

NOW, THEREFORE, I, Mayor John R. Nelson present this Certificate of Achievement to Jackson Stanley on the occasion of him becoming an Eagle Scout and ask all residents of Franklin to join me in congratulating Jackson Stanley on this outstanding achievement.

Dated this 16th day of June, 2026 in Franklin, Wisconsin.

\_\_\_\_\_  
John R. Nelson, Mayor

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# City of Franklin Proclamation



## CERTIFICATE OF ACHIEVEMENT

### JUSTIN ZETTELMEIER

Whereas, the development of our youth, both boys and girls is greatly enhanced by active participation in scouting; and

Whereas, Justin Zettelmeier by study, hard work and perseverance, has successfully progressed through various ranks in scouting; and

Whereas, such dedication and perseverance has resulted in Justin Zettelmeier earning the highest award in scouting that of Eagle Scout; and

Whereas, Justin Zettelmeier is one of a few in this Country earning his esteemed rank; and

Whereas, Justin Zettelmeier's achievement has broadened his knowledge and experience and will help him in all of his future endeavors; and

Whereas, Justin Zettelmeier's parents, his scouting leaders, friends, and the community are proud of his achievement.

NOW, THEREFORE, I, Mayor John R. Nelson present this Certificate of Achievement to Justin Zettelmeier on the occasion of him becoming an Eagle Scout and ask all residents of Franklin to join me in congratulating Justin Zettelmeier on this outstanding achievement.

Dated this 2nd day of June, 2026 in Franklin, Wisconsin.

\_\_\_\_\_  
John R. Nelson, Mayor

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2026 CLEAR CHANNEL OUTDOOR MEDIA CITY OF FRANKLIN HEALTH DEPARTMENT CONTRACT; and

- RES. NO. 2026-8483  
OFFICIAL NEWSPAPER
- G.1.(e) Adopt Resolution No. 2026-8483, A RESOLUTION DESIGNATING AN OFFICIAL NEWSPAPER.
- Approval of all the above consent agenda items was seconded by Alderman Salous. All voted Aye; motion carried.
- ORD. NO. 2026-2737  
AMEND ORD. NO. 2025-2717 DRUGS AND DRUG PARAPHERNALIA
- G.2. Alderwoman Eichmann moved to adopt Ordinance No. 2026-2737, AN ORDINANCE TO AMEND ORDINANCE NO. 2025-2717, AN ORDINANCE TO AMEND CHAPTER 183 ARTICLE VI DRUGS AND DRUG PARAPHERNALIA, OF THE MUNICIPAL CODE OF THE CITY OF FRANKLIN, WISCONSIN, TO RENUMBER §183-23.1 HARMFUL SUBSTANCES, TO §183-25 HARMFUL SUBSTANCES, AND TO CREATE §183-24 HEMP-DERIVED CANNABINOID REGULATIONS; TO RENUMBER §183-25 CREATED THEREUNDER BACK TO §183-23.1 AND §183-24 CREATED THEREUNDER TO §183-23.2. Seconded by Alderman Peccarelli. All voted Aye; motion carried.
- ORD. NO. 2026-2738  
IMPOUNDMENT OF VEHICLES FOR RECKLESS DRIVING
- G.3. Alderman Hasan moved to adopt Ordinance No. 2026-2738, AN ORDINANCE TO CREATE §245-19 “IMPOUNDMENT OF VEHICLES FOR RECKLESS DRIVING”, OF THE MUNICIPAL CODE OF THE CITY OF FRANKLIN, WISCONSIN. Seconded by Alderwoman Eichmann. On roll call, Alderman Peccarelli, Alderwoman Eichmann, Alderman Hasan, Alderwoman Kresovic and Alderwoman Kenney all voted Aye; Alderman Salous abstained. Motion carried.
- ORD. NO. 2026-2739  
AMEND CITIZEN COMMENT PERIOD
- G.4. Alderwoman Kenney moved to adopt Ordinance No. 2026-2739, AN ORDINANCE TO AMEND §19-2B. CITIZEN COMMENT PERIOD, OF THE MUNICIPAL CODE OF THE CITY OF FRANKLIN, WISCONSIN, FOLLOWING COMMON COUNCIL REVIEW OF THE PROCESS OF SUCH SESSIONS AT COMMON COUNCIL MEETINGS. Seconded by Alderwoman Eichmann. All voted Aye; motion carried.
- RES. NO. 2026-8484  
MILWAUKEE COUNTY EMERGENCY MEDICAL SERVICES AGREEMENT
- G.5. Alderman Hasan moved to adopt Resolution No. 2026-8484, A RESOLUTION AUTHORIZING THE CITY OF FRANKLIN FIRE DEPARTMENT TO EXECUTE AN INTERGOVERNMENTAL AGREEMENT WITH MILWAUKEE COUNTY FOR THE PROVISION OF EMERGENCY MEDICAL SERVICES. Seconded by Alderwoman Eichmann. All voted Aye; motion carried.

CLOSED SESSION  
JPM ACOUSTICS  
AGREEMENT  
POTENTIAL  
AMENDMENT

- G.6. Alderwoman Eichmann moved to enter closed session at 7:05 p.m. pursuant to Wis. Stat. §19.85(1)(e), for market competition and bargaining reasons, to deliberate and consider terms relating to the Agreement between the City of Franklin and JPM Acoustics Noise Vibration and a potential Amendment thereto, the investing of public funds and governmental actions in relation thereto, including the terms and provisions thereof, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate. Seconded by Alderman Hasan. On roll call, all voted Aye. Motion carried.

Upon reentering open session at 8:17 p.m., Alderman Peccarelli moved to proceed as discussed in closed session. Seconded by Alderwoman Eichmann. All voted Aye; motion carried.

MISCELLANEOUS  
LICENSES

- H. Alderwoman Eichmann moved to approve the following licenses of the License Committee Meeting of May 19, 2026.

Grant Extraordinary Entertainment & Special Event and Temporary Class B Beer License Pending Certificate of Insurance to Xaverian Missionaries – Annual Festival, Person in Charge: Fr. Alejandro Rodriguez, Location: Xaverian Missionaries, 4500 W Xavier Dr, Dates of Event: 6/27/26 and 6/28/26

Grant Extraordinary Entertainment & Special Event and Temporary Class B Beer License to Scottish Festivals Inc. – Scottish Highland Games, Person in Charge: David Berger, Location: 9100 S 76<sup>th</sup> St – Croatian Park, Date of Event: Saturday, 6/6/26

Grant New 2025-26 Operator License to Nicole Schilcher;

Grant New 2025-26 Operator License with a letter to Jessica Szklarski;

Grant New 2025-26 Operator License & Renewal 2026-27 to: Vesna Dragicevic, Irene Howe, Elizabeth Karampelas, Morgan Moldenhauer, Scott Rockey, Sharna Sinjakovic;

Grant New 2026-27 Operator License to: Corinne Azzaline, Kai Bjerke, Emma Bloxdorf, Michelle Blue, Katie Boucher, Emily Bryan, Jamie Coyne, Jasmine House, Thomas Jarmuz, Adelya Komornicka, Kaitlyn Schauer, Jordan Schiesl;

Grant New 2026-27 Operator License with correction of application to Joseph Pallack;

Grant Renewal 2026-27 Operator License to: Bria Altamore, Jose Ambriz, Amy Analla, Maria Baltutis, Jennifer Barlow, Michael Bartolone, Joseph Bellino, Brandon Bhatti, Jalen Blake, Megan Bock, Martha Bowman, Judith Burbey, William Canales, Ashley Christen, Tadeusz Cieslak, Nicholas Craft, Kristy Czerniakowski, Tracey Deak, Susan DeGeorge, Maricel Delgado Fuentes, Joel Dyre, Payton Ertl, Amanda Feest, Tamara Fournier, April Gagliano,

Eric Gagliano, Alisha Garcia, Kelley Hacker, Carissa Hagedorn, Amber Helm, Andrew Hintz, April Jasinski, Stephanie Johnson, Adam Jubeck, Kevin Kais, Miranda Krasinski, Katelyn Krieg, Selena Krohn, Laurena LoMonte, Cecilia Lor, Marilu Marcano, Jennifer Martinez, Nadiya Mashkina, Pedro Mata, Brianna Mayer, Lee Ann Meier, Susan Mlynczak, Adriana Murillo, Camille Nicolai, Rachel Nondahl, Mandy Oleniczak, Lisa Oliver, Michael Parsley, Ruby Paul, Sharon Paul, Steven Piontek, Samantha Piszczek, Allison Planton, Damon Potrykus, Amy Rendall, Kristen Rinke, Farrah Rodriguez, Linda Rueth, Toni Ruyle, John Saric, Joseph Schauer, Ryan Scheffler, Sherri Sellers, Joshua Semanski, Amanda Snieg, Jessica St. Louis, Nadine Stork, James Talaska, Nicole Tarantino, Ann Thaler, Katelyn Thousand, Tiffany Torres, Arianna Villa, Pamela Wills, Alyssa Zastrow, Wenjuan Zheng, Paige Zigner;

Grant Renewal 2026-27 Operator License with a letter to: William Cody, Ji Youn Cindy Kim;

Hold 2026-27 Renewal Operator License for Appearance to Daniel Mackie;

Grant Renewal 2026-27 Operator License with correction of application to: Mandy Mayrand, Denise Popp, Stacie Trippler;

Grant Temporary Entertainment & Amusement to Franklin Police Citizens Academy Alumni, Person in Charge: Ann Adamski, Event: K-9 Back the Badge, Location: Lions Legend I Park/Pavilion and Band Shell, Event Date: 9/19/26;

Grant Premise Description Change for 2025-2026 Licensed Alcohol Premise pending inspections to Little Cancun LLC, Premise Description Change: Adding Outside Patio, Agent: Veronica Cervera, Location: 7273 S 27<sup>th</sup> St;

Grant Premise Description Change for 2026-2027 Licensed Alcohol Premise pending inspections to Little Cancun LLC, Premise Description Change: Adding Outside Patio, Agent: Veronica Cervera, Location: 7273 S 27<sup>th</sup> St;

Seconded by Alderman Hasan. All voted Aye; motion carried.

VOUCHERS AND  
PAYROLL

- I. Alderman Hasan moved to approve City vouchers with an ending date of May 14, 2026 in the amount of \$971,147.79, and payroll dated May 15, 2026 in the amount of \$481,616.00 and payments of the various payroll deductions in the amount of \$271,244.01 plus City matching payments, and estimated payroll dated May 29, 2026 in the amount of \$496,000 and payments of the various payroll deductions in the amount of \$538,000, plus City matching payments. Seconded by Alderwoman Kresovic. On roll call, all voted Aye. Motion carried.

ADJOURNMENT

- J. Alderwoman Eichmann moved to adjourn the meeting of the Common Council at 8:23 p.m. Seconded by Alderwoman Kenney. All voted Aye; motion carried.

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<b>APPROVAL</b>	<b>REQUEST FOR COUNCIL ACTION</b>	<b>MEETING DATE</b> 6/3/2026
<b>REPORTS &amp; RECOMMENDATIONS</b>	<b>REQUEST TO SURVEY PROPERTIES FOR PUBLIC WATER MAIN SERVICE ON SOUTH 92<sup>ND</sup> STREET AND WEST RYAN ROAD FROM HWY 100 TO THE 9700 BLOCK OF W. RYAN ROAD</b>	<b>ITEM NUMBER</b> G. 1. Ald. Dist. # 1 & 6

**BACKGROUND**

The City of Franklin Sewer and Water Department has received multiple requests from residents for public water main to their property. They are currently served by private well and their wells are going bad. The Engineering Department is requesting approval to survey the residents on S. 92<sup>nd</sup> Street and West Ryan Road from HWY 100 to the 9700 block of W. Ryan Road.

This item was brought to the Board of Water Commissioners meeting held on May 19<sup>th</sup>. A resident spoke during open comment period requesting City water. The Board recommended the Engineering Department bring to council a request to survey the residents and begin the process of a water main extension.

**ANALYSIS**

This request is only for action to survey the property owners, however, below is the estimated breakdown of estimated project costs:

Estimated project cost for water main extension= \$2,500,000.

Estimated special assessment reimbursement cost to the City= \$1,300,000.

**FISCAL NOTE**

This item has been requested in the capital budget for 2027.

**STAFF RECOMMENDATION**



Direct staff to survey the property owners and return to Common Council with the results.

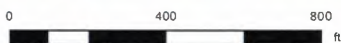


# Map Title



## Legend

- Parcels
  - Tax Parcels 
- Administrative
  - Municipal Boundaries 



This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.

## Notes

<p style="text-align: center;"><b>APPROVAL</b></p>	<p style="text-align: center;"><b>REQUEST FOR COUNCIL ACTION</b></p>	<p style="text-align: center;"><b>MEETING DATE</b></p> <p style="text-align: center;">6/2/2026</p>
<p style="text-align: center;"><b>REPORTS &amp; RECOMMENDATIONS</b></p>	<p style="text-align: center;"><b>AGREEMENT FOR TRAFFIC SIGNALS AT SOUTH 76<sup>TH</sup> STREET (CTH "U") AND POTHS GENERAL DEVELOPMENT SOUTH ENTRANCE (7200 SOUTH 76<sup>TH</sup> STREET)</b></p>	<p style="text-align: center;"><b>ITEM NUMBER</b></p> <p style="text-align: center;">G. 2.</p> <p style="text-align: center;">Ald. Dist. #5</p>

**BACKGROUND**

The proposed Poths General Development, located at the corner of S. 76<sup>th</sup> Street and W., Rawson Avenue completed a traffic impact analysis (TIA) as part of their development submittal to the City. The study indicated traffic signals at the south entrance to the development would require traffic signals due to the increased traffic. Since S. 76<sup>th</sup> Street is a county highway, these traffic signals will be owned and maintained by Milwaukee County. An agreement between the City of Franklin and Milwaukee County is required due to shared responsibility. The City already has agreements in place with Milwaukee County for traffic signals located at S. 51<sup>st</sup> St and Rawson Ave., 68<sup>th</sup> and Rawson, Ballpark Dr. and Rawson, Puetz Rd. and S. 76<sup>th</sup> St., Imperial Dr. and S. 76<sup>th</sup> St., Drexel Ave and S. 76<sup>th</sup> St., Ballpark Dr. and S. 76<sup>th</sup> St., and Forest Home and North Cape Rd.

**ANALYSIS**

The items the City will be agreeing to are as follows:

- (a) That the Developer will pay for the upgrades currently proposed for the Intersection. The County will pay for any future upgrades to the Intersection and bill the City for one half (1/2) the cost of the upgrades.
- (b) That the County as subscriber for service with We Energies, will pay the total cost of energy for the traffic signals at the Intersection and will bill the City for one half (1/2) the cost of energy for the traffic control signals at the Intersection.
- (c) That the County is to perform routine maintenance for the entire traffic control signal installation as indicated in I. (d), necessary repairs and replacements to all traffic control signal equipment which fails to function as indicated in I. (e), necessary repairs and replacements to all traffic control signal equipment which is damaged as indicated in I. (f) and I. (h), and any necessary additions or revisions as indicated in I. (g). The City agrees to pay the costs as stated in items I. (a), I. (b), I. (c), I. (d), I. (e), I. (f), I. (g) and I. (h), when billed by the County.
- (d) That the County is to perform all work related to the operation of the traffic control signals at the subject Intersection, including engineering, except such immediate emergency measures as may need to be taken when County forces are not present and the public safety may be in jeopardy.
- (e) That the County shall operate and adjust the traffic signal controller in such a manner as to best meet prevailing traffic conditions as determined by the County Traffic Engineering Section.
- (f) If discovered by City forces, the City agrees to promptly notify the County through its Highway Maintenance Section (at the phone number listed below), of any damage, lamp outage, lens breakage, or seeming malfunctions of traffic control equipment or related traffic control facilities.

**FISCAL NOTE**

Any costs associated with the traffic signals will be covered under GL01-0331-5420 (Traffic Signal Maintenance) and GL01-0331-5419 (Traffic Signal Electricity). These account budgets will need to be increased due to this addition.

**STAFF RECOMMENDATION**

Motion to adopt Resolution No. 2026- a resolution to enter into an agreement with Milwaukee County for traffic signals at South 76<sup>th</sup> Street (CTH "U") and Poths General Development South Entrance (7200 SOUTH 76TH STREET)

DPW – KS; Engineering – MNP; DOA – KH; Finance – DB

STATE OF WISCONSIN: CITY OF FRANKLIN: MILWAUKEE COUNTY

RESOLUTION NO. 2026- \_\_\_\_\_

A RESOLUTION TO ENTER INTO AGREEMENT WITH MILWAUKEE COUNTY FOR TRAFFIC SIGNALS AT SOUTH 76<sup>TH</sup> STREET (CTH U) AND POTH'S GENERAL DEVELOPMENT SOUTH ENTRANCE (7200 SOUTH 76<sup>TH</sup> STREET)

WHEREAS, The proposed Poth's General Development, located at the corner of S. 76th Street and W., Rawson Avenue completed a traffic impact analysis (TIA) as part of their development submittal to the City. The study indicated traffic signals at the south entrance to the development would require traffic signals due to the increased traffic; and

WHEREAS, Any costs associated with the traffic signals will be covered under GL01-0331-5420 (Traffic Signal Maintenance) and GL01-0331-5419 (Traffic Signal Electricity). These account budgets will need to be increased due to this addition; and

WHEREAS, An agreement between the City of Franklin and Milwaukee County is required due to shared responsibility; and

WHEREAS, The City already has agreements in place with Milwaukee County for traffic signals located at S. 51st St and Rawson Ave., 68th and Rawson, Ballpark Dr. and Rawson, Puetz Rd. and S. 76th St., Imperial Dr. and S. 76th St., Drexel Ave and S. 76th St., Ballpark Dr. and S. 76th St., and Forest Home and North Cape Rd.;

NOW, THEREFORE BE IT RESOLVED by the Mayor and Common Council of the City of Franklin, Wisconsin, to approve the agreement with Milwaukee County for the traffic signals at South 76<sup>th</sup> Street and Poth's General Development South Entrance.

BE IT FURTHER RESOLVED that the Mayor and City Clerk are authorized and directed to execute Agreement on behalf of the City.

Introduced at a regular meeting of the Common Council of the City of Franklin this \_\_\_\_\_ day of \_\_\_\_\_, 2026 by Alderman \_\_\_\_\_.

Passed and adopted at a regular meeting of the Common Council of the City of Franklin this \_\_\_\_\_ day of \_\_\_\_\_, 2026.

APPROVED:

\_\_\_\_\_  
John R. Nelson, Mayor

ATTEST:

\_\_\_\_\_  
Shirley J. Roberts, City Clerk

AYES \_\_\_\_\_ NOES \_\_\_\_\_ ABSENT \_\_\_\_\_

**AGREEMENT FOR TRAFFIC SIGNALS AT SOUTH 76<sup>TH</sup> STREET (CTH "U") AND  
POTHS GENERAL DEVELOPMENT SOUTH ENTRANCE (7200 SOUTH 76<sup>TH</sup>  
STREET)**

THIS AGREEMENT is made and entered into between Milwaukee County, a body corporate, hereinafter called "The County", and the City of Franklin, a municipal corporation, hereinafter called "The City", relating to the operation and maintenance of the traffic control signals and related traffic control facilities at the Intersection of South 76<sup>th</sup> Street (CTH "U") and 7200 South 76<sup>th</sup> Street, hereinafter called "The Intersection".

WHEREAS, the Intersection is under the jurisdiction of Milwaukee County, and

WHEREAS, a Developer is proposing a development at the Intersection, hereinafter call "The Developer".

NOW, THEREFORE, in consideration of the mutual promises of each agency made to the other, and the fulfillment of the terms and conditions, agreements and understandings hereinafter set forth,

IT IS MUTUALLY AGREED by and between the parties that:

Traffic signals and equipment be designed, operated and maintained, emergency vehicle signal preemption equipment be designed, operated and maintained, and street lighting integrated with the traffic signals be designed, operated and maintained, at the Intersection.

CONDITIONS OF THIS AGREEMENT ARE TO BE AS FOLLOWS:

I. The County hereby agrees:

- (a) That the Developer will design, construct and pay the total cost of the traffic signal installation currently proposed for the Intersection including electrical service installation, emergency vehicle preemption equipment, and street lighting. The County will pay for any future upgrades to the Intersection and bill the City for one half (1/2) the cost of the upgrades.
- (b) That the County will operate and maintain the traffic control signals, necessary underground conduit and related traffic control facilities at the Intersection; and will bill the City annually for one half (1/2) the cost of such maintenance.
- (c) That the County as subscriber for service with We Energies, will pay the total cost of energy for the traffic signals at the Intersection and will bill the City annually for one half (1/2) the cost of energy for the traffic control signals at the Intersection.

- (d) That the County will assume routine maintenance responsibility (lamp renewal, cleaning, lens replacement, traffic control signals and control cabinet, controller service, malfunction management unit service, detector service, etc.) excluding the emergency vehicle and street lighting equipment for the entire traffic control signal installation and will bill the City annually for one half (1/2) the cost of said maintenance.
- (e) That the County will make all necessary repairs and replacements to all equipment that fails to function properly as a result of normal wear and deterioration and will bill the City annually for one half (1/2) the cost of said repairs and replacements.
- (f) That the County will make all necessary repairs and replacements to all equipment damaged by accident, vandalism, or act of God, and pursue collection of damages against the responsible party. In the event the damages are not paid within ninety (90) days of the original billing, it will bill the City for one half (1/2) the cost of repairing said damages. It will reimburse the City for one half (1/2) the recovered cost of the damages if the responsible party pays for the damages within ninety (90) days of recovery. If the County is unable to determine the responsible party, the County will bill the City for one half (1/2) the cost of repairs and replacements at the time all costs for the occurrence are known.
- (g) That the County will, after notification and concurrence by the City, make any necessary equipment additions or revisions deemed necessary by changed laws, changed traffic conditions, revised standards or changed Intersection geometry, and within ninety (90) days of completion of said work, bill the City for one half (1/2) the cost of said additions or revisions.
- (h) That the County will make all necessary repairs and replacements to all emergency vehicle preemption equipment and street lighting integrated with the traffic signals, and bill the City for the entire cost of said repairs, additions, or revisions.
- (i) That the County will operate and adjust the traffic signal timing and equipment in such a manner as to best meet prevailing traffic conditions as determined by the County Traffic Engineering Section.
- (j) If discovered by City forces, the City agrees to promptly notify the County through its Highway Maintenance Division (at the phone number listed below), of any damage, lamp outage, lens breakage, or seeming malfunctions of traffic control equipment or related traffic control facilities.

Highway Maintenance Division (414) 257-6566

II. The City hereby agrees:

- (a) That the Developer will pay for the upgrades currently proposed for the Intersection. The County will pay for any future upgrades to the Intersection and bill the City for one half (1/2) the cost of the upgrades.
- (b) That the County as subscriber for service with We Energies, will pay the total cost of energy for the traffic signals at the Intersection and will bill the City for one half (1/2) the cost of energy for the traffic control signals at the Intersection.
- (c) That the County is to perform routine maintenance for the entire traffic control signal installation as indicated in I. (d), necessary repairs and replacements to all traffic control signal equipment which fails to function as indicated in I. (e), necessary repairs and replacements to all traffic control signal equipment which is damaged as indicated in I. (f) and I. (h), and any necessary additions or revisions as indicated in I. (g). The City agrees to pay the costs as stated in items I. (a), I. (b), I. (c), I. (d), I. (e), I. (f), I. (g) and I. (h), when billed by the County.
- (d) That the County is to perform all work related to the operation of the traffic control signals at the subject Intersection, including engineering, except such immediate emergency measures as may need to be taken when County forces are not present and the public safety may be in jeopardy.
- (e) That the County shall operate and adjust the traffic signal controller in such a manner as to best meet prevailing traffic conditions as determined by the County Traffic Engineering Section.
- (f) If discovered by City forces, the City agrees to promptly notify the County through its Highway Maintenance Section (at the phone number listed below), of any damage, lamp outage, lens breakage, or seeming malfunctions of traffic control equipment or related traffic control facilities.

Highway Maintenance Division (414) 257-6566

### III. Ownership and Responsibility

After the design and construction work outlined in this agreement is completed by the Developer, all of the traffic signal materials installed shall become the property of the County with the exception of all emergency vehicle preemption equipment and street lighting equipment. If it becomes necessary, removal of City-owned materials will be accomplished by the County and the total cost billed to the City. City-owned materials shall be returned to the City.

### IV. Liability

The County shall request layouts of the City underground structures and facilities before performing work of such nature that existing underground facilities must be

avoided. The County shall be required to take precautionary measures to avoid damage to such underground facilities. The City shall supply the County with a complete record of the existing underground material structures at the Intersection and any change or revision thereto as may take place in the future.

In the event that any person or persons make claim for injury or damages arising from alleged malfunctioning of the traffic control facilities at the Intersection, each agency shall defend itself against any claim made against it. In the event that liability and consequent damages are awarded any person or persons from alleged malfunctioning of traffic control facilities at the Intersection, each agency shall pay that portion of said claim as it may be found liable therefore. No agency shall be required to pay any damages assessed against the other agency.

V. Payments

All payments due under this agreement shall be paid within thirty (30) days after receipt of an invoice of same.

VI. Duration

This agreement shall continue to be in force indefinitely unless and until it is superseded by a revised agreement at a later date.

This agreement supersedes, rescinds, and replaces any and all previous agreements that may have been entered into by the County and the City regarding the design, construction, operation, and maintenance of traffic control signals and related traffic control facilities at the Intersection.





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<b>APPROVAL</b>	<b>REQUEST FOR COUNCIL ACTION</b>	<b>MEETING DATE</b> 6/3/2026
<b>REPORTS AND RECOMMENDATIONS</b>	<b>AUTHORIZATION TO SOLICIT AND RECEIVE BIDS FOR THE CHAPEL HILL DRIVE WATER MAIN RELAY PROJECT</b>	<b>ITEM NUMBER</b> G. 3. District # 6

**BACKGROUND**

There is existing water main installed in 1968 located in S. Chapel Hill Dr. and Chapel Hill Ct N. Over the last six months, there has been three water main breaks within this section. This is due to the aging infrastructure. The Board of Water Commissioners directed staff to begin design of relaying the water main. Chapel Hill Drive and Chapel Hill Ct N. roadways are both in poor condition as well. Therefore, it makes sense to replace the water main first, and then pave the roadway. The City has included these roadways into the 2026 Local Street Improvement Program. The water main will have to be replaced and completed prior to this fall in hopes to get it paved this year.

**ANALYSIS**

The Engineering Department is requesting the Common Council’s authorization to solicit and receive bids for the water main relay on S. Chapel Hill Dr. and Chapel Hill Ct N. The department will come back to council after the bid opening to request authorization to award the project.

**FISCAL NOTE**

The Board of Water Commissioners has reviewed and approved moving forward with the Chapel Hill Relay Water Main Project. The project is necessary to address identified water system infrastructure needs and maintain reliable service within the utility system. Funding for this project was not included in the initially adopted Water Utility Budget. However, based on further recommendation and review by the Board of Water Commissioners, the project has been determined to be necessary and time sensitive due to the timing of the bid opening process.

The project will require General Obligation (GO) debt financing and is anticipated to be included in the GO debt borrowing scheduled to occur later this summer. A formal budget amendment to incorporate the project and associated funding will be presented to the Board of Water Commissioners for approval at their next meeting.

NOTE \* The timing of this project can’t be delayed.

**STAFF RECOMMENDATION**

Direct staff to advertise and bid the Chapel Hill Drive Water Main Relay Project. Note that the bids will be returned to the Common Council to award the contract.

**COUNCIL ACTION REQUESTED**

Motion to authorize staff to advertise and bid the Chapel hill Drive Water Main Relay Project, ensuring project completion before the 2026 Local Street Improvement Program paving.



# Map Title



## Legend

- Parcels
- Tax Parcels
- Administrative Municipal Boundaries

## Notes

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.



MILWAUKEE COUNTY GIS AND LAND INFORMATION

Approval	Council Action Sheet	MEETING DATE 6/2/26
REPORTS & RECOMMENDATIONS	A Resolution Adopting The Economic Development Strategic Plan Report And Implementation Plan, Presented By The Economic Development Commission, As The City Of Franklin's Economic Development Strategic Plan	ITEM NUMBER G.4.

**Background**

On May 16, 2023, the Common Council directed staff to assist the Economic Development Commission (EDC) in soliciting strategic planning services proposals. After two searches, the EDC selected CP2 Consulting and the Council approved its contract on April 3, 2024.

In September 2024 an electronic-resident-survey was conducted that indicated citizens prioritized recruiting and retaining business, ethnic and seated restaurants, retail, tech companies, healthcare and manufacturing. In October 2024 Focus Groups were conducted with representatives from various business and government sectors including retail, industry, healthcare, developers, Milwaukee County, Franklin Public Schools, Chamber of Commerce and Engage Franklin. A public focus group was also conducted. A strategic planning session was held with the Franklin Common Council; EDC; Community Development Authority; Plan and Tourism Commissions; and Finance, Administration, Planning and Economic Development Departments.

CP2 collaborated with the EDC to write the Economic Development Strategic Plan Report and Implementation Plan, which was approved by the EDC on September 25, 2025.

**Summary**

The City of Franklin's Economic Development Commission wishes to continue building on the Franklin First and Theil Reports, that it predecessors brought forth, to promote and develop the City. The EDC drafted a vision, mission, values, goals and objectives to that end in the Economic Development Strategic Plan Report and Implementation Plan and presents it to the Common Council for adoption.

**COUNCIL ACTION REQUESTED**

Motion to approve a Resolution Adopting The Economic Development Strategic Plan Report And Implementation Plan, Presented By The Economic Development Commission, As The City Of Franklin's Economic Development Strategic Plan

STATE OF WISCONSIN

CITY OF FRANKLIN

MILWAUKEE COUNTY

RESOLUTION NO. 2026-\_\_\_\_\_

A RESOLUTION ADOPTING THE ECONOMIC DEVELOPMENT STRATEGIC  
PLAN REPORT AND IMPLEMENTATION PLAN, PRESENTED BY THE  
ECONOMIC DEVELOPMENT COMMISSION, AS THE CITY OF FRANKLIN'S  
ECONOMIC DEVELOPMENT STRATEGIC PLAN

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WHEREAS, on July 1, 2014, the Franklin Common Council approved Ordinance No. 2014-2143 to amend Section 10-8 of the Municipal Code pertaining to the powers and duties and administrative rules and membership of the Forward Franklin Economic Development Committee and to rename the Committee the "Economic Development Commission" (EDC); and

WHEREAS, Ordinance No. 2014-2143 directs the EDC to "Determine and target, with direction from the Common Council and input from City staff, specific industries, businesses and commercial developments for the various parcels zoned for such uses throughout the City and determine the economic impact of such developments compared to various other types of developments..."; and

WHEREAS, Ordinance No. 2014-2143 stipulates that "The Economic Development Commission is the successor to all rights, duties, interests and obligations of the Forward Franklin Economic Development Committee, as it was a successor to the prior Economic Development Commission and as they were successors to the Franklin Industrial Commission as may be set forth in all other actions, ordinances and resolutions of the City of Franklin"; and

WHEREAS, on May 16, 2023, the Common Council directed staff to distribute a request for Proposals for a professional services contract to provide strategic planning services to the City of Franklin; and

WHEREAS, at its April 3, 2024, meeting the Common Council approved a contract with CP2 Consulting, Inc. to facilitate development of an Economic Development Strategic Plan Report and Implementation Plan; and

WHEREAS, the City of Franklin Common Council, the Economic Development and Plan Commissions; the Planning, Finance and Economic Development Departments' staff, businesses, associated governments and the public collaborated to develop an Economic Development Strategic Plan Report and Implementation Plan; and

WHEREAS, the Economic Development Commission approved the Economic Development Strategic Plan Report and Implementation Plan at its September 25, 2025, meeting; and

WHEREAS, the Common Council having considered the strategic plan and having found same to be reasonable and in furtherance of the development interests of the Community.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and Common Council of the City of Franklin, Wisconsin, that the Economic Development Strategic Plan Report and Implementation Plan, in the form and content as presented to the Common Council at its meeting June 2, 2026, is hereby adopted as the City of Franklin's Economic Development Strategic Plan.

Introduced at a regular meeting of the Common Council of the City of Franklin this \_\_\_\_ day of June 2026.

Passed and adopted at a regular meeting of the Common Council of the City of Franklin this \_\_\_\_ day of June 2026.

APPROVED

\_\_\_\_\_  
John R. Nelson

ATTEST:

\_\_\_\_\_  
Shirley J. Roberts

AYES \_\_\_\_ NOES \_\_\_\_ ABSENT \_\_\_\_



# STRATEGIC PLAN

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## Summary REPORT

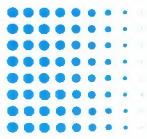




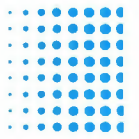
February 14, 2025

**Dear John and Steve:**

I am pleased to present the 2025-2028 Economic Development Commission Plan and Summary Report to the City of Franklin. This plan embodies the organization's goals, commitment to measurable outcomes, and dedication to delivering high-quality services to the community.



Arriving at the Economic Development Commission Goals, Outcomes, and Targets required months of diligent work, including gathering data from the community, talking with stakeholders, and distilling the wealth of information collected. It has been an honor to support Franklin in this significant endeavor. I would like to extend my sincere gratitude to the Economic Development Commission members, Mayor and Common Council, and staff who contributed their time and effort to this process.



Best Regards,



Cory Poris Plasch  
President/CEO  
CP2 Consulting

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# Executive Summary

The City of Franklin, Wisconsin, seeks to foster sustainable economic growth by attracting new businesses, supporting existing enterprises, and leveraging key assets such as Tax Increment Districts (TIDs) and The Rock Sports Complex. This strategic plan outlines specific recommendations, the rationale behind them, expected timing, and next steps to achieve economic vitality.

Beginning in May 2024, the City of Franklin engaged in a strategic planning process. The process generated strategic goals covering 2025-2028.

**Vision:** Franklin will strategically grow as a dynamic, welcoming, and thriving community where residents, visitors and businesses find opportunities for success.

**Mission:** To promote economic prosperity by attracting and supporting diverse businesses, enhancing infrastructure, and fostering a collaborative environment that benefits both businesses and residents.

The plan consists of three strategic goals, identified as the issues of greatest importance to the City of Franklin over the next four years. These were determined through incorporating stakeholder feedback from focus groups and a community survey and then a facilitated process including EDC members, the Mayor and Common Council members in attendance, and staff.



# STRATEGIC PLANNING PROCESS

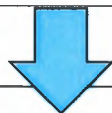
## Strategic planning process seeks to answer 4 questions

1. Where are we right now. (Plan Development)
2. Where do we want to be. (Plan Development)
3. How do we get there from here. (Plan Implementation)
4. How will we know when we get there. (Plan Implementation)

### DEVELOPMENT

#### Where are we now?

Scan the Environment  
Conduct Internal and External  
Analysis (SWOT)  
Develop a strategic profile  
Identify Strategic Challenges



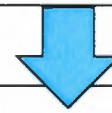
#### Where are we going?

Define our Mission  
Articulate Core Values  
Set a Vision  
Identify Key Intended Outcomes

### IMPLEMENTATION

#### How will we get there?

Develop Initiatives  
Define Performance Measures  
Set Targets and Thresholds  
Spread Throughout the  
Organization



#### How will we know?

Create Detailed Action Plans  
Establish Accountability  
*Who, What, When*  
Identify Success Indicators

# Stakeholder Engagement

To answer the question “Where are we now?”, the Strategic Planning Process began with gaining an understanding of the operating environment. This is the first activity in developing a Strategic Plan as internal and external forces, dynamics, and constraints must be considered to arrive at the most effective strategy.

Assessing the environment included:

- A community survey
- Focus groups

As environmental factors change over time, they need to be evaluated and incorporated into the strategic thinking and planning process using current data. As a result, the focus groups were limited in scope and consisted of businesses, other taxing districts, residents, and employees of the City of Franklin. Each Focus Group discussed what participants saw as strengths of Franklin along with opportunities for change.

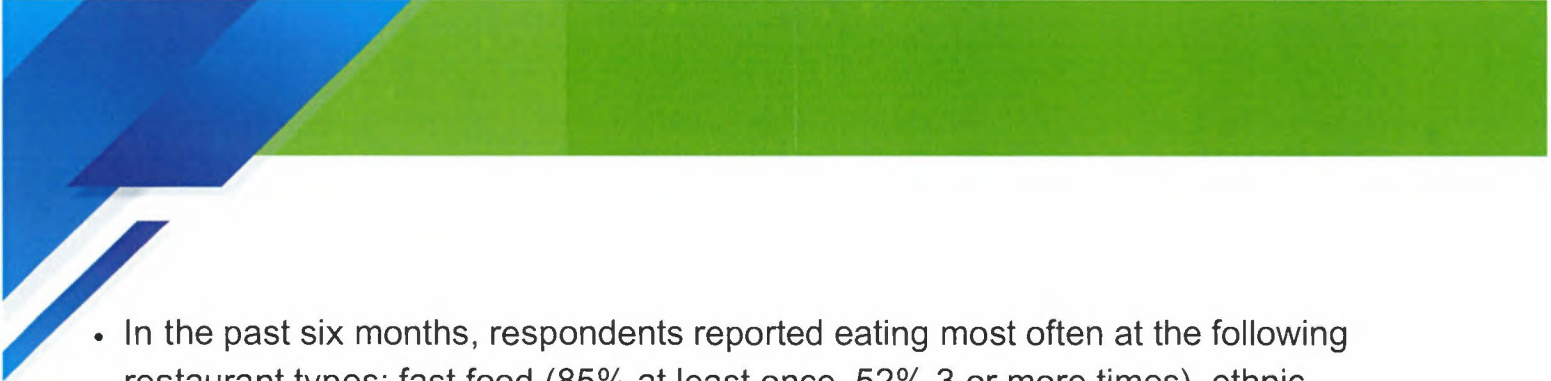


# External Economic Development (Community) Survey Results

An External Stakeholder (Community) Survey was conducted September 30 to November 4, 2024. External Stakeholders refers to individuals or groups who are outside the organization but are affected by the actions of the organization and the quality of life in the community. These include, but are not limited to, businesses, neighborhoods, residents of all ages, historically excluded populations, special interest groups, educational facilities including K-12 schools and higher education, and other taxing jurisdictions.

Key takeaways from the community survey include:

- The survey had 431 responses, with 94% indicating they are a resident of Franklin, and 4% said they are a business owner in Franklin.
- When asked how important it is to recruit businesses to Franklin, respondents said it is very or somewhat important to recruit restaurants (89%), small retail (87%), high tech companies (83%), healthcare related businesses (79%) and manufacturing firms (77%).
- When asked what kind of restaurants they would frequent in Franklin, the top 5 answers were locally owned, non-chain restaurants, ethnic cuisine, casual sit-down dining, supper clubs or fine dining, and farm-to-table/healthy options.
- 85% of respondents strongly or somewhat agree with the statement “Franklin should dedicate more time and resources to attracting new businesses.” 82% strongly or somewhat agreed with the statement “Franklin should dedicate more time and resources to retaining and expanding existing businesses.” and 77% strongly or somewhat agreed with the statement “Franklin should prioritize local job creation.”
- When asked how often they leave Franklin for purchases, respondents indicated they always, very often or sometimes leave town for dining (97%), clothing (95%), electronics (95%), general merchandise (92%), furniture (91%), specialty groceries (73%) and general groceries (72%).

- 
- In the past six months, respondents reported eating most often at the following restaurant types: fast food (85% at least once, 52% 3 or more times), ethnic restaurants (81% at least once, 53% 3 or more times), and fast casual (Panera, Chipotle – 74% at least once, 40% 3 or more times).
  - More than 80% of respondents rated the following as very or somewhat important to the future of Franklin: good traffic flow (92%), plenty of green space (83%), a diverse set of dining options (82%), a diverse set of shopping options (81%), new business development (81%), and a broad range of employment opportunities (80%).
  - When asked what type of business Franklin is missing, the top 5 categories were diverse dining options, retail & shopping variety, entertainment & recreation, technology & manufacturing companies, and grocery & specialty food stores.

## Focus Group Results

As part of Franklin’s strategic planning process, focus groups were conducted on October 22nd, 2024. Focus groups included businesses, other taxing districts, residents, and employees of the City of Franklin.

A Focus Group is a small-group discussion, guided by a trained facilitator, used to gather in-depth information about a community’s thoughts and opinions about a designated topic. The interaction enables participants to ask questions of each other, as well as to re-evaluate and reconsider their own understandings of their specific experiences. The facilitator’s role is to gather information in an impartial and confidential manner, manage the pace of the discussion, and ensure that everyone has a chance to participate. The process included a set of questions and follow-up discussion within the small group.



Key takeaways from the focus groups include:

- **A Vision for the City:** There is no central or downtown area that business naturally gravitate to, so something has to be intentionally created. Ballpark Commons was a vision, and outside of that there isn't much to draw people to Franklin.
- **Location:** Franklin is conveniently located near the airport and the interstate. It's close enough to Milwaukee that people can go to downtown, but far enough away that the issues don't impact Franklin. People can afford to live in Franklin, there are areas to grow, and the taxes are affordable. The City needs to differentiate itself, focus on amenities like parks, schools, strong fire and police departments and better show all of the great things the City has to offer.
- **Internal Process:** Focus group participants noted that Franklin hasn't always been seen as business friendly. The internal process is better under the new administration, and staff move things along faster. The approval process could be better streamlined. The market moves fast and there are additional costs incurred if interest rates change and if professionals such as architects have to attend multiple meetings. A lot of committees touch the same project and it really can slow things down, making Franklin less attractive for development. The Environmental Committee and other committees give direction that are at odds with each other.
- **Collaboration:** The City is seen as more cooperative now than in the past, and that is helpful. Particularly for taxing bodies, residents want to see that all of them work together for the benefit of the community. There is an opportunity to keep high school students in the area through internships, both in the City itself and in area businesses. It benefits the kids to have exposure to different types of jobs and a variety of work experiences and it benefits the businesses as they get to know the student over time and if they could potentially be a good permanent hire.
- **Telling the Story of Franklin:** One group noted that if you don't tell your story, other will tell it for you. The City hasn't always had a good reputation externally. However, they also noted that the City has recognized this, and they are working on it. They said that the City is making progress.

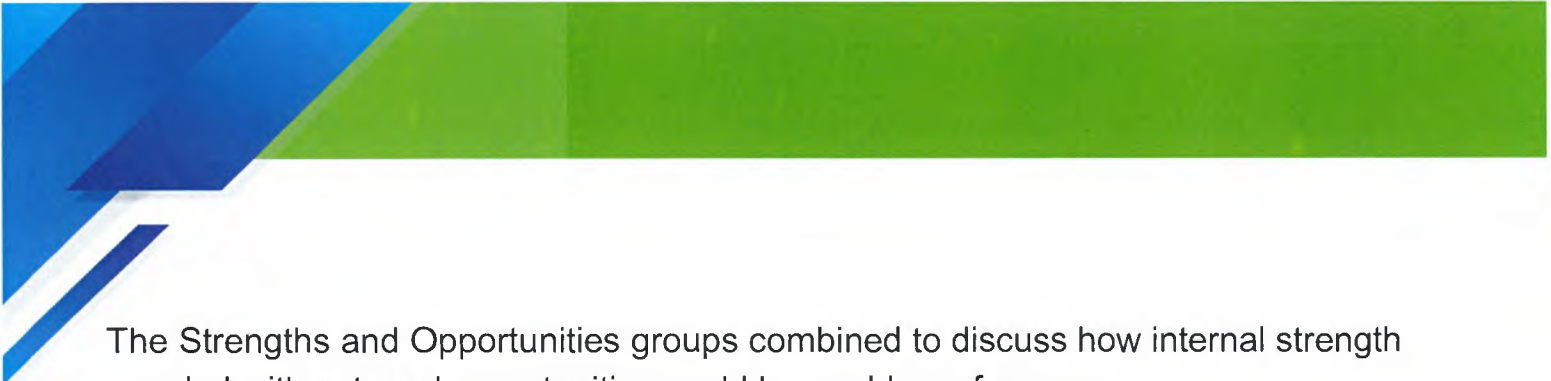
# Understanding the Environment

An integral part of the Strategic Planning Process is a SWOT Analysis, which stands for strengths, weaknesses, opportunities, and threats. It provides a situational overview of the environment in which strategic planning takes place and allows a systematic examination of factors impacting the community. Strengths and Weaknesses examine the internal operating environment, while Opportunities and Threats evaluate the external operating environment.

To provide ample opportunity for reflection, a SWOT survey was distributed to the Board Members and staff prior to the Strategic Planning session. During the Strategic Planning Retreat, the SWOT data was reviewed to determine key themes and strategic issues.

## SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>Existing sports hubs</li> <li>Location (proximity)</li> <li>Available land</li> <li>Infrastructure</li> <li>Government support, local regional incentives (TID)</li> <li>Workforce and residential support</li> </ul>	<ul style="list-style-type: none"> <li>Lack of public transportation</li> <li>NIMBY (not in my backyard)</li> <li>Slow city approval process</li> <li>Lack of staff/support</li> <li>Lack of strong "brand identity"</li> <li>Limited cultural and entertainment amenities</li> <li>Lack of marketing for our city</li> <li>Lack of marketing/brand identity</li> </ul>	<ul style="list-style-type: none"> <li>Commercial properties</li> <li>Available land</li> <li>Strong existing infrastructure</li> <li>Incentive programs</li> <li>Strategic regional connections</li> <li>Milwaukee</li> <li>Airport</li> <li>Interstate/major highways</li> <li>Tech investment</li> <li>Sports venues, tourism with dining and hospitality</li> <li>Residents with disposable income</li> </ul>	<ul style="list-style-type: none"> <li>Infrastructure</li> <li>Transportation accessibility</li> <li>Policy</li> <li>Balance growth vs continuity</li> <li>Tax policy</li> <li>Communication</li> <li>Competition</li> </ul>



The Strengths and Opportunities groups combined to discuss how internal strength coupled with external opportunities could be enablers of success.

The Weaknesses and Threats groups combined to discuss how internal weaknesses coupled with external threats could be challenges to success.

Finally, the groups combined, and all participants reviewed the key themes. A list of strategic issues was determined, and included:

- (The)Changing community
- What are future community needs?
- Updated land use plan that can provide direction
- Is there a location for a downtown?
  - Is it feasible/needed?
  - Should Franklin be a walkable community?
- Community education (for economic development)
- Community direction (for economic development)
- Building process/staff/technology
- Marketing for businesses, visitors, developers and residents
- Role of government?



Finally, the most important organizational priorities were finalized taking into account information gathered throughout the process. Through this analysis, three Strategic Goals were identified: Community Vision for Development Understood, Development Process Improved, and City Communications Improved.

Participants then were divided into cross-functional groups. They determined desired Outcomes (what success looks like), Key Outcome Indicators (how to measure progress towards success), and Performance Targets (a measurable goal achieved by a defined date) for each Strategic Goal.



# Targets by Strategic Goal

Strategic Goal	Outcome	Key Outcome Indicator	Target
<b>Goal 1</b> <b>Community Vision for Development Understood</b>	<ul style="list-style-type: none"> <li>• Appropriate Incentive Needs Identified</li> <li>• Community Vision for Business Identified</li> </ul>	<ul style="list-style-type: none"> <li>• # Recommendations developed</li> <li>• # potential retail node locations prioritized</li> <li>• # potential industry node locations prioritized</li> </ul>	<ul style="list-style-type: none"> <li>• Recommendation of appropriate Industrial Incentives developed by 12/31/26</li> <li>• Recommendation of appropriate retail/commercial incentives developed by 12/31/26</li> <li>• Recommendation of appropriate housing incentives developed by 12/31/26</li> <li>• Retail node potential locations prioritized by 6/28/26</li> <li>• Potential future locations for industry prioritized by 6/28/26</li> </ul>
<b>Goal 2</b> <b>Development Process Improved</b>	<ul style="list-style-type: none"> <li>• New development process improved</li> <li>• Increased use of Existing TID</li> <li>• Infill development timeline reduced</li> </ul>	<ul style="list-style-type: none"> <li>• % decrease in development time</li> <li>• % increase of use TIF</li> <li>• % decrease in infill development time</li> </ul>	<ul style="list-style-type: none"> <li>• Development timeline decreased by at least 10% by 12/31/25</li> <li>• Increase of 10% of TID consistent with policy by 12/31/26</li> <li>• Site development timeline decreased by 30% by 1/25</li> </ul>
<b>Goal 3</b> <b>City Economic Development Communications Improved</b>	<ul style="list-style-type: none"> <li>• Communications with Commercial/Residential/Industrial Developers Improved</li> <li>• Increased presence at Developer Association Events</li> <li>• Increased presence at Industrial Trade Shows</li> <li>• Existing Franklin Business Relationships Enhanced</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing materials available</li> <li>• # of Developer Association events attended</li> <li>• # of Industrial Trade shows attended</li> <li>• # of business retention and expansion visits</li> </ul>	<ul style="list-style-type: none"> <li>• Updated process deployed starting 6/25. Updated marketing materials available by 4/25</li> <li>• At least 4 events attended annually by EDC Director</li> <li>• At least 1 Industrial Trade event attended annually by 2027</li> <li>• At least one business retention or expansion visit scheduled per month starting 6/1/25</li> </ul>



# Economic Development Plan Implementation

Implementation is the final step in the Strategic Planning Process and consists of staff developing Initiatives to support the Strategic Goals determined during the Strategic Planning Process.

The following Initiatives will be reported on regularly, showing the measurable progress the City of Franklin is making towards their Economic Development Strategic Goals and associated Performance Targets.

## **GOAL 1**

- Appropriate Housing Incentives Analysis (EDC)
- Industrial Incentive Analysis (EDC & Finance Commission)
- Retail node prioritization analysis (EDC)
- Industrial site prioritization analysis (EDC)

## **GOAL 2**

- Establish partnership with Finance Committee to study TID utilization (EDC)
- UDO update (Admin/Planning)
- Develop TID Utilization Strategy

## **GOAL 3**

- Marketing material distribution plan created
- Event attendance prioritized
- Promotional Videos updated
- Develop Business Retention and Expansion visit schedule

# Implementation Strategies

## **Vision:**

**Franklin will be a thriving regional hub where businesses, residents, and visitors enjoy a vibrant economy, sustainable growth, and a high quality of life.**

## **Mission:**

**To promote economic prosperity by attracting and supporting diverse businesses, enhancing infrastructure, and fostering a collaborative environment that benefits both businesses and residents.**

A variety of strategies will be needed to achieve Franklin's Strategic Goals.

1. **Technology and Innovation:** Offer TIO incentives, establish partnerships with research institutions, and provide modern infrastructure to attract tech startups and established firms.
2. **Healthcare and Life Sciences:** Support the development of healthcare facilities and biotechnology companies by streamlining permitting processes.
3. **Advanced Manufacturing:** Leverage Franklin's proximity to transportation networks to attract talent base and high-tech manufacturers.
  - a. Attend one trade show annually by 2027
4. **Retail and Hospitality:** Encourage mixed-use developments in key commercial areas to create vibrant shopping, dining, and entertainment experiences.
  - a. Attend one trade show annually by 2027
  - b. Collaborate with developers
5. **Small Businesses and Entrepreneurs:** Support and refer to the RISE Commercial District

# Implementation Strategies

## **Residential to Commercial Ratio:**

1. Maintain a balanced residential-to-commercial ratio of approximately 70:30 to ensure sustainable growth and a stable tax base.
2. Ensure that commercial growth supports the needs of the residential population without compromising the city's character.

## **Selling Franklin to Developers:**

1. Highlight Strategic Location: Emphasize Franklin's proximity to Milwaukee, major highways, transit systems and airports, offering easy access to regional and national markets.
2. Showcase Business Incentives: Promote TIF incentives, IRB's, WEDC incentives and streamlined permitting processes that reduce development costs.
3. Promote Talent Base: Showcase applicable workforce (MKE region) and development institutions (Universities, MATC, FPS).
4. Demonstrate Community Support: Highlight strong local government support, community engagement, and a growing population that ensures a stable customer base.
5. Provide Development Opportunities: Present available land parcels, infrastructure readiness, and zoning flexibility to accommodate diverse business needs.
6. Economic development representatives to assist developers throughout the site selection.

## **Responsibility for Selling Franklin:**

1. Who is Responsible: The Economic Development Department is responsible for leading efforts to attract developers and Companies, supported by the Mayor's Office and City Council.
2. Target Audience: Developers of industrial, commercial, residential, and mixed-use properties, as well as technology, energy management, bio-science, manufacturing, and retail companies
3. Communication Channels: Use digital marketing, personalized outreach, and public-private partnerships to promote development opportunities and highlight Franklin's strategic advantages.

# Specific EDC Recommendations

The Economic Development Commission has developed specific recommendations designed to support the implementation of the Strategic Plan Goals.

- Enhance Business Attraction:
  - Expand TID investments to attract businesses in key industries.
- Prioritize Industrial Retention and Expansion
  - Visit main industries annually, others biennially
    - Subscribe to DnB list
  - Recruit supply chains and develop industry clusters
- Develop Franklin as a Regional Destination:
  - Support the expansion of sports facilities and entertainment venues.
  - Encourage mixed-use development, including hotels, restaurants, and retail spaces.
- Work at Improving Infrastructure and transportation as needed.
- Promote FlexRide.
  - Identify infrastructure in prioritized industrial/commercial/retail nodes
- Strengthen Community Engagement and Marketing:
  - Launch marketing campaigns to promote Franklin Economic Development accomplishments and business support to establish Franklin as a business-friendly city.
  - Host the Business Appreciation Celebration to connect local businesses with potential investors and partners.

## **Recommendations Rationale:**

- Enhancing TID investments and developing commercial centers will drive economic growth and increase the city's tax base.
- Infrastructure improvements will support business operations and improve residents' quality of life.
- Community engagement initiatives will foster a collaborative business environment and attract long-term investments.

# Specific EDC Recommendations

## Timing:

1. Specific performance targets have been identified in the Strategic Goal Table
2. As funding is identified, additional projects will be pursued, including TID investments

## Next Steps:

1. Explore roles of EDC and CDA in the ED process.
2. Secure funding for priority projects through grants and public and private partnerships.
3. Measure success with metrics (completion, quantity) in the Strategic Plan's Performance Targets. Monitor progress using key performance indicators (KPIs), such as business growth, job creation, and tax revenue.



# Strategic Plan Participants

The strategic plan was developed with the hard work and dedication of many individuals. They defined a direction and a set of outcomes that are important to the community stakeholders with whom they partner and serve.



Mayor John Nelson



Alderman Jon Peccarelli



Alderwoman Michelle Eichmann



Alderman & EDC Mike Barber



Admin Director Kelly Hersh



ED Director John Regetz



ED Commissioner Barbara Wesener



ED Commissioner Tim Wachter



EDC Chair Steve Bobowski



ED Commissioner Cathy Richard



ED Commissioner Justin Lockridge

APPROVAL	REQUEST FOR COUNCIL ACTION	MEETING DATE 6/2/2026
Reports and Recommendations	A RESOLUTION AUTHORIZING FRANKLIN DIRECTOR OF HEALTH AND HUMAN SERVICES, OR DESIGNEE, TO SIGN THE 2026 FUN FLICKS OUTDOOR MOVIE CITY OF FRANKLIN HEALTH DEPARTMENT CONTRACT	ITEM NUMBER ALL DISTRICTS  G.5.

**Background:** The City of Franklin Health Department's (FHD) mission is to protect and promote health and well-being within the Franklin community through disease prevention and health education. In line with this mission, FHD is dedicated to providing year-round, substance-free community events to create a safe and inclusive environment for all residents.

**Analysis:** The City of Franklin Health Department hosts a variety of events throughout the year to provide substance free activities and educational opportunities for residents of all ages. FHD has available grant funding to provide a substance free family outdoor movie night at City Hall on the front lawn in July, that will offer a fun and engaging way for families to come together and enjoy a safe, healthy community gathering space. This event aims to create a space where community members can socialize, learn, and be entertained without the presence of substances.

The updated contract has been sent to the City Attorney for review.

**Fiscal Note:** The contract total of \$1,700 will be paid by the current Drug Free Communities (DFC) Grant. There will be no impact to the City of Franklin budget for these expenses

**COUNCIL ACTION REQUESTED**

Motion to adopt a Resolution authorizing Franklin Director of Health and Human Services, or Designee, to Sign the 2026 Fun Flicks Outdoor Movie City of Franklin Health Department Contract.

STATE OF WISCONSIN

CITY OF FRANKLIN

MILWAUKEE COUNTY

*Draft 06/02/2026*

RESOLUTION NO. 2026-\_\_\_\_

A RESOLUTION AUTHORIZING FRANKLIN DIRECTOR OF HEALTH AND HUMAN SERVICES, OR DESIGNEE, TO SIGN THE 2026 FUN FLICKS OUTDOOR MOVIE CITY OF FRANKLIN HEALTH DEPARTMENT CONTRACT.

WHEREAS, The City of Franklin Health Department (FHD) mission is to protect and promote health and well-being within the Franklin community through disease prevention and health education; and

WHEREAS, FHD is dedicated to providing substance-free community events throughout the year,

WHEREAS, the FHD has available grant funding to support a alcohol prevention education billboard during the summer of 202

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and Common Council of the City of Franklin, Wisconsin, that the motion to sign the 2026 Fun Flicks Outdoor Movie City of Franklin Health Department is hereby approved.

BE IT FURTHER RESOLVED that the Franklin Health Department is hereby authorized to execute the Fun Flicks Outdoor Movie City of Franklin Health Department Contract to raise awareness about alcohol prevention in the Franklin Community.

Introduced at a regular meeting of the Common Council of the City of Franklin this \_\_\_\_ day of \_\_\_\_\_, 2026.

Passed and adopted at a regular meeting of the Common Council of the City of Franklin this \_\_\_\_ day of \_\_\_\_\_, 2026.

APPROVED:

\_\_\_\_\_  
John R. Nelson, Mayor

ATTEST:

\_\_\_\_\_  
Shirley J. Roberts, City Clerk

AYES \_\_\_ NOES \_\_\_ ABSENT \_\_\_



**Invoice #63780503**

Sign & Pay Online! If you need to print and mail your contract, please mail to:

Project Entertainment LLC, DBA FunFlicks  
 2246 Balsam Way  
 Green Bay, WI 54313  
 Phone: 888-550-8290

*Billing Information*

**Volition Franklin/Franklin Public Library**  
**Megan Cramer**  
 9229 W Loomis Rd  
 Franklin, WI 53132  
**Home Phone:**  
**Cell Phone:** (262) 308-7333  
**Office Phone:** (414) 427-7530

**Event ID #:** 63780503  
**Order Date:** 5/12/2026  
**Rep:** Steve Mocco


**Screen Rental Date:** 7/22/2026  
**Rain Date Hold:** N/A  
**Arrival Time:** 4:00pm  
**Movie Start Time:** 5:30pm  
**Movie End Time:** 9.30pm

*Delivery Location Information*

**On-site Contact: Megan Cramer**  
 9229 W Loomis Rd  
 Franklin, WI 53132

**Delivery Method:** Fully Staffed  
**Surface Type:** Pavement

Rain Date Hold is Available At A Rate of \$149 - \$499 Depending on Screen Size. We hold your screen and a 2nd Date in our system for your backup date.

Rental Items	Qty	Total
15' x 8.5' LED Trailer	1	\$2,899.00
FREE Weather Policy - All Days	1	\$0.00
 Laptop Connection Request	1	\$0.00

<b>Order subtotal</b>		\$2,899.00
<b>Discount</b>		\$1,528.35
<b>Surcharge*</b>	8.0%	\$239.14
<b>Delivery</b>		\$90.21
<b>Staffing</b>		\$0.00
<b>Total</b>		<b>\$1,700.00</b>
<b>Deposit Due</b>		\$850.00
<b>Amount Paid</b>		\$0.00
<b>Balance Due</b>		<b>\$1,700.00</b>

\*8.0% is added to all reservations. This surcharge is not a tax, it is a royalty percentage payable to the owner of the trademark registration

**Pre-Paid Gratuity:** As a convenience to our customers, you can include a pre-paid gratuity for your technician at the time of your booking. If you would like to pay gratuity later, you can give it directly to your tech on-site or call our office after your event and we'll be happy to add it then.

**Post-Event Gratuity:** If you would like to add gratuity after your event is complete, you can contact our office to add it to your invoice

**Please Note: Your rental must be paid in full 14 days prior to your event date**

Your reservation is not confirmed and we are not responsible for holding equipment/dates until you have signed this rental agreement. No refunds are offered and all postponements or cancellations will be credited towards future rentals.

**Equipment Rental Agreement:** Our goal is to provide you with friendly, FUN, professional & quality service. We prefer not to provide you a list of legal terminology, however there are factors beyond both our control and your control, such as weather and emergencies that may arise before or during your event. We also understand emotions may come into play since this may be a special day. If factors arise and we can't mutually agree on a fair outcome, then the terms and conditions written here are the only acceptable terms of negotiation.

**By making your deposit or payment in full, you are agreeing to these terms and conditions described on the invoice above and Rental Agreement below.**

**DEPOSITS:** A 50% deposit is required to confirm your event date.

If you need to make alternate arrangements to meet our deposit requirements, please contact your FunFlicks Rep. This deposit is non-refundable once it is less than 30 days to your screen rental date. If you are making this reservation less than 14 days prior to your event date, then payment in full is required at the time of your reservation. Your date is NOT CONFIRMED unless we have received your deposit and signed Rental Agreement.

**Final Payments:** Your final balance must be paid to us no later than 14 days prior to your event rental date. Your rental may be cancelled if we have not received your final payment by that time. Customers can make post-event payment arrangements with Purchase Orders or other terms with our approval.

**Return Check Charge:** There is a \$50 charge for all returned checks.

**CANCELLATION FEE POLICY**

**You always have 6 months to re-book your rental instead of forfeiting funds, but if you must cancel the terms are listed here.**

<b>30+ Days</b> Prior To Event Date	\$49 Fee Then Full Refund
<b>15 - 29 Days</b> from Event Date	Pay 50% of Event Rental Total
<b>14 Days or Less</b> from Event Date	Pay 100% of Event Rental Total

**RESCHEDULING FEE POLICY**

Reschedule 30+ Days from Event Date	\$49 Fee
Reschedule 15-29 Days from Event Date	\$149 Fee
Reschedule 14 Days or Less from Event Date	\$249 Fee

**INFORMATION & TERMS**

**Weather Rescheduling Policy - Premiere, Blockbuster, Elite, Epic and Xtreme Screens:** Your screen rental comes with a FREE Weather Assurance Plan! You can reschedule your screen rental on any day that we have availability at no cost to you, if your event is cancelled due rain or wind prior to us dispatching our tech.

**Important Notice** We DO NOT cancel/reschedule event rentals prior to the day of the rental. Weather predictions change (often) and we want your event rental to happen as scheduled. If you choose to cancel or reschedule your event due to weather prior to your actual rental date, you will be required to pay a \$199 Rescheduling Fee.

**Proceed or Postpone Weather Options on Day of Rental:** It is agreed by both parties that [www.weather.com](http://www.weather.com) (<http://www.weather.com/>) is the tool used to verify weather percentages. Simply visit [www.weather.com](http://www.weather.com/) (<http://www.weather.com/>) the morning of your screen rental. Put in your zip code and click hour-by-hour. This is the only tool we use to predict the weather. You have until 2.00 PM on the day of the event to make a final decision, using one of the following options:

1. **Move Indoors:** If you choose to move indoors and require a smaller screen to fit your space, we will not refund or credit you for changing screen sizes to accommodate the space. Substitute screens are subject to availability and are not guaranteed.
2. **Postpone:** You can postpone your rental and choose a rescheduled date any day that we have availability and no later than 6 months from the originally scheduled date.
3. **Take Your Chances:** If rain chances are < 50% during the 2 hour period before, during & after your scheduled event time, you can choose to have our tech dispatched for delivery and take your chances that it will not rain. Once our tech is dispatched, you will not receive a refund and a rescheduled event will not be available without paying for a entirely new rental. This would constitute your event.
4. **Take Your Chances & Agree to Pay Fee:** We will dispatch our tech with the following terms (you will have to agree to these terms in writing prior to event):

A. If your rental is cancelled due to weather any time up until one (1) hour after your scheduled start time, you may reschedule your event on a Sunday - Thursday no later than 6 months from the originally scheduled date. You agree to pay \$199 plus the original delivery/mileage/toll charge to cover our tech's time & mileage.

B. If we have dispatched our tech and your rental is cancelled due to weather more than one (1) hour after your originally scheduled start time, this would constitute your event, you will not receive a refund and a rescheduled event will not be available without paying for a entirely new rental.

**Laptop Connection Request:** You have added the Laptop Connection to your rental. Customer is responsible for verifying their connection types with our staff to ensure compatibility with our projection and sound system. We currently support laptops with either VGA or HDMI connections. If you want audio to play through our system your device will need to have a 3.5mm headphone jack. **PLEASE NOTE** If we provide screen upgrade due to equipment availability and your event is rescheduled for any reason, you may not receive the screen upgrade at your rescheduled event.

#### **EVENT DAY RESPONSIBILITIES**

1. **Event Day Confirmation Call:** We will call you on the morning of your event between 10:00 AM - 1:00 PM to confirm your event. You must be available to take our call that day or you can request a text message for confirmation as well. If you request a text message, you need to be able to reply with your confirmation that our message was received. If there is more than a 20% chance of rain or wind is forecasted 15+ MPH on your date, we will not dispatch our tech for delivery without talking with you. This means that if you do not respond to the text message or take our call, we will not be able to deliver your rentals.

2. **Rental Period:** your Movie Start Time is the time that we expect to start your main feature presentation. If you need to start later than your listed start time, please let us know in advance. If your start time is changed once we are on-site, you may be charged an additional \$50 for the additional time that our tech is on-site.

3. **Tech Arrival & Movie Start Time:** We will arrive at the approximate time listed at the top of this contract (Arrival Time). Our arrival time may vary from the time listed here due to traffic or other circumstances. We include significant buffer time in the equipment setup period to allow for this variance. 95% of our event rentals start on time and we will make every effort possible to meet your Movie Start Time listed, however we do not guarantee that your movie will start at the Movie Start Time. No refunds or credits will be issued for not starting your movie at the Movie Start Time listed here.

#### **4. Tech Responsibilities**

**Full Service Option:** Our tech is provided to deliver & setup equipment, change media, connect devices, make adjustments and breakdown equipment. We will stay on-site during the duration of your screen rental to ensure that everything runs as smoothly as possible. Our tech is happy to help out with most event related items but please refrain from asking them to be a referee, janitor, MC, babysitter, timekeeper, lifeguard, waiter or other activities outside the ones listed here.

**Drop-Off Service Option:** Our tech will deliver, setup & breakdown your rental equipment but will not remain on-site for the duration of your event. If any technical difficulties arise, you will call our On Call Manager or the Delivery Tech for support. In the event of rain, customer is responsible for covering equipment or moving it to a dry location.

5. **Parking & Unloading:** Customer must provide adequate parking for loading/unloading, including any costs, permits or passes, within 100 yards of the screen setup location.

6. **Screen Location, Size & Surface Type:** Customer is responsible for ensuring our screen & projection gear will fit at rental location. It must be completely dark (10 minutes after official sunset) unless indoors. We normally secure our screens by placing 18"

stakes in the ground around the screen. If we cannot place stakes in the ground for any reason (no stakes allowed, pavement, concrete, etc.) customer is responsible for providing weighted item for tying off to secure the screen. Examples would be water filled trash cans, sand bags, cinder blocks, etc. Customer is responsible for letting us know if these items are not available on-site at least 72 hours prior to rental. FunFlicks offers sand bag and water barrel rentals for locations that where stakes are not allowed and customer is responsible for securing these items prior to event date

**7. Lighting:** Customer is responsible for minimizing the amount of light in the area above and nearby the screen. Parking lights, street lights, flood lights, stadium lights, etc. will degrade the quality of the image on our screen and make it appear washed out. FunFlicks is not responsible for the quality of the video image if all light sources within 100' of the screen are not turned off.

**8. Electrical Requirements:** Customer must provide sufficient power on-site for our equipment to operate correctly. You will need to provide 0 outlet(s), each on separate circuit breakers if more than 1 outlet is required for the rentals you requested. Power outlets must be located within 100' of the location where our screen/equipment will be setup. For distances more than 100, customer will provide 12 gauge extension cords up to 300'. We will not setup equipment more than 300' from a power source.

**Generators:** Customer may provide a generator with at least 5,000 watts of continuous power and 2 separate circuit breakers. FunFlicks will not be responsible for customer provided generators that fail, trip breakers or otherwise don't function with our equipment. We offer generator rentals at additional charge in some locations.

**9. Customer Provides All Media:** Unless specifically licensed through FunFlicks and listed in this agreement, all media to be played on our screen/system must be provided by the customer. Our system plays standard, commercially produced DVD and Blu-ray discs. We currently do not support 4K, Ultra HD or other disc types other than standard DVD and Blu-ray.

1. We are not responsible for scratched media, custom burned media, download media or any other content issues/errors that occur with our equipment. We use new equipment that has been tested with most commercial DVD/Blu-ray discs. Please be prepared to provide a backup copy of your movie or other content you plan on playing in our systems in case there are problems with the primary disc.

2. If you are connecting a laptop, cable box, gaming system or other media devices you must tell us in advance and it must be included in this contract. If you do not see your media type listed (i.e. laptop, live TV, video gaming) then it assumed you are providing a standard DVD or Blu-ray disc. Please contact your FunFlicks Sales Coordinator if you are not showing a standard disc type. We cannot connect other devices to our systems unless the device is listed in your rental items above and we will not be responsible for event issues or failures resulting from this omission during your booking and in writing.

3. Customer is responsible for all licensing and other costs associated with any content or media used on a FunFlicks' system.

**10. Equipment Malfunctions:** All equipment is new and under warranty for your assurance - however there is always the risk of technical malfunctions. If we experience an equipment issue on-site, we will make every effort to get it fixed on-site or get replacement equipment delivered to your location within 60 minutes of diagnosis. If we are unable to get the equipment working or are unable to get a replacement on-site within 60 minutes from our diagnosis of problem, then FunFlicks will provide a rescheduled rental on a date mutually agreeable by customer and FunFlicks, not to be scheduled later than 6 months from the originally scheduled date. We do not offer refunds for technical malfunctions.

FunFlicks is not responsible and will not pay for incidental or consequential damages caused by any delays or equipment malfunctions. This includes but is not limited to food, entertainment, labor, sponsorships, other rentals, or other costs incurred by customer in conjunction with this rental.

**Customer Provided Equipment:** We will substitute any customer provided equipment in the case of failure (i.e. DVD player, projector, speakers, cables, etc.), however no refund or credit will be provided if event goes on as planned. If delayed more than 60 minutes, customer can opt to request a rescheduled rental option subject to approval by FunFlicks.

**11. Sprinklers & Venue Safety:** Customer is responsible for ensuring that sprinkler systems are turned off in the area where our screens & other equipment will be setup. If sprinkler systems are activated during your rental and our equipment is subjected to water from sprinklers, you will be charged a \$150 cleaning fee. If any equipment is damaged by water from sprinkler systems, then customer is responsible for paying repair or replacement costs for damaged equipment.

Customer is responsible for providing a safe venue for our equipment and our technician. We reserve the right to not setup our equipment in any environment our technician deems to be unsafe. This includes but is not limited to factors such as rain, threat of rain, mud, wind, extreme temperatures, uneven terrain, unsafe structures, uncontrolled crowds, etc. FunFlicks does not issue refunds and no rescheduled rental will be provided for cancellations caused by unsafe conditions. Weather related cancellations are covered in the Weather Policy of this rental agreement.

**ADVERTISING, PHOTOGRAPHS & PROMOTION:** The customer gives their full consent and permission to FunFlicks, its local affiliates and contractors, their sponsors and/corporate sponsors, their successors, licensees, and assigns the irrevocable right to use, for any purpose whatsoever and without compensation, any photographs, videotapes, audiotapes, or other recordings of people and activities that are made during the course of this event. In addition, FunFlicks may show logos, commercials, public service announcements and limited advertising on the screen before or after your entertainment period.

**COMPLETE AGREEMENT:** This signed Agreement contains the entire agreement between the Lessor and the Lessee. No amendment, whether from previous or subsequent negotiations between the Lessee and the Lessor, shall be valid or enforceable unless in writing and signed by all parties to this contract. The invalidity or unenforceability of any particular provision of this Agreement shall not affect the other provisions hereof.

Customer acknowledges that by making payment and/or signing, that this Rental Agreement is a legal and binding contract. To cancel or reschedule a rental, sufficient notice must be given by Customer in accordance with the terms outlined in this Rental Agreement and that Customer may incur additional fees for doing so. Any rescheduled event is subject to availability at the time of cancellation or postponement. Refunds are not provided for rentals from FunFlicks. FunFlicks may, at it's sole discretion, provide credits towards future events for weather related and other cancellations.

**I HAVE READ THIS CONTRACT AND AGREE & UNDERSTAND THE CONTENT.**

Signature

Date

**Megan Cramer**

Printed Name

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Privacy Policy (<https://rental.software/quotes/privacy>)

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<b>APPROVAL</b>	<b>REVISED REQUEST FOR COUNCIL ACTION</b>	<b>MEETING DATE 06/02/2026</b>
<b>LICENSES AND PERMITS</b>	<b>MISCELLANEOUS LICENSES</b>	<b>ITEM/NUMBER H.</b>

See attached License Committee Meeting Minutes from the License Committee Meeting of June 2<sup>nd</sup>, 2026.

**COUNCIL ACTION REQUESTED**

Approval of the Minutes of the License Committee Meeting of June 2<sup>nd</sup>, 2026.



414-425-7500

**License Committee Agenda**  
**Franklin City Hall Aldermen's Room**  
**9229 West Loomis Road, Franklin, WI**  
**June 2, 2026 – 4:30 p.m.**

1.	Call to Order & Roll Call	<b>Time:</b>		
2.	Applicant Interviews & Decisions			
		<b>Recommendations</b>		
<b>Type/ Time</b>	<b>Applicant Information</b>	<b>Approve</b>	<b>Hold</b>	<b>Deny</b>
Operator 2026-2027 Renewal 4:35 p.m.	Daniel Mackie Hideaway Pub & Eatery			
Extraordinary Entertainment & Special Event 4:45 p.m.	4 Season Auto Service Center – Father's Day Car Show 2026 Person in Charge: Tyler Heinowski Location: 4 Season Auto Service Center 8853 S 27 <sup>th</sup> St Date of Event: 6/21/26			
Operator 2025-2026 Renewal	Jacquelyn Huettl Root River Center			
Operator 2026-2027 Renewal	Jacquelyn Huettl Root River Center			
Operator 2026-2027 New	Samantha Baxter Walgreens #05884			
Operator 2026-2027 New	Michael Bednarek Sendik's Food Market			
Operator 2026-2027 New	Katie Blaszczyk Sendik's Food Market			
Operator 2026-2027 New	Peter Crapitto Sendik's Food Market			
Operator 2026-2027 New	Nicole Kusz Luxe Golf/Dog Haus/Brick			

<b>Operator 2026-2027 New</b>	<b>Oleksandra Makarova Root River Center</b>			
<b>Operator 2026-2027 New</b>	<b>Hannah Moser Tuckaway Country Club</b>			
<b>Operator 2026-2027 New</b>	<b>Nathaniel Nolen-Boyle Root River Center</b>			
<b>Operator 2026-2027 New</b>	<b>Babatunde Otukoya Sendik's Food Market</b>			
<b>Operator 2026-2027 New</b>	<b>Adrianna Parato Luze Golf/Dog Haus/Brick</b>			
<b>Operator 2026-2027 New</b>	<b>Pamela Rigden Walgreens #05884</b>			
<b>Operator 2026-2027 New</b>	<b>April Webber Root River Center</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Amanda Alvarado Root River Center</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Allison Anderson Crystal Ridge</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Cathy Anderson Tuckaway Country Club</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Alyssa Aschaker Rock Sports Complex/Ballpark Commons</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Sukhminder Bhatti Midtown Citgo</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Adrianna Bratel Rock Sports Complex/Ballpark Commons</b>			

<b>Operator 2026-2027 Renewal</b>	<b>Luke Capstran Walgreens #05884</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Joseph Cauley Rawson Pub</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Eric Cottman Walgreens #05459</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Nicole Dahlin Hideaway Pub &amp; Eatery</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Marcus Drewek Root River Center</b>			
<b>Operator 2026-2027 Renewal</b>	<b>David Fifarek Rock Sports Complex/Ballpark Commons</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Halina Grochowski No Location</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Patti Hartung Walgreens #05459</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Monika Herriges Tuckaway Country Club</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Josip Jaksic Croatian Park</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Kayla Jedrzejewski Rock Sports Complex/Ballpark Commons</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Paramjeet Kaur New Liquor &amp; Food</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Teresa Kerber Walgreens #05459</b>			

<b>Operator 2026-2027 Renewal</b>	<b>Marijana Knezevic Mimosa</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Ann Moehlenpah Walgreens #05884</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Josefina Mora Walgreens #05884</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Kelly Ottoson Irish Cottage</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Rachandra Peoples Rock Sports Complex/Ballpark Commons</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Bobette Sakiewicz Walgreens #05884</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Rebekah Shallow Root River Center</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Joanna Shebesta Polonia Sport Club</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Rebekah Simmons Sendik's Food Market</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Susanmarie Sinda Ricky's Double Barrel Inn</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Balprit Singh 7-Eleven #35834C</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Balvinder Singh 7-Eleven #35834C</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Jaydeep Singh New Liquor &amp; Food</b>			

<b>Operator 2026-2027 Renewal</b>	<b>Preetkaran Singh Andy's On Ryan Rd</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Catherine Smith Sendik's Food Market</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Diptiben Trivedi CVS Pharmacy #5390</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Amrit Virk New Liquor &amp; Food</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Simran Virk New Liquor &amp; Food</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Salma Wahhab Walgreens #05884</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Jenna Wesolowski Tuckaway Country Club</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Michael Wichman Jr Sendik's Food Market</b>			
<b>Operator 2026-2027 Renewal</b>	<b>Jessica Zuelzke Root River Center</b>			
<b>Class A Combination 2026-2027</b>	<b>Twosingsh LLC DBA 7-Eleven #35834C Jasbir Singh, Agent 7610 W Rawson Ave</b>			
<b>Class A Combination 2026-2027</b>	<b>Nerankar LLC DBA Liquor Beer &amp; Wine Manmohit Kumar, Agent 6550 S Lovers Lane Rd</b>			
<b>Class A Combination 2026-2027</b>	<b>Mega Marts LLC DBA Pick 'n Save #6431 Emily Hixon, Agent 7780 S Lovers Lane Rd</b>			

<b>Class A Combination 2026-2027</b>	<b>Ultra Mart Foods LLC</b> DBA Pick 'n Save #6360 Krystal Murphy, Agent 7201 S 76th St			
<b>Class A Combination 2026-2027</b>	<b>Walgreen Co</b> DBA Walgreens #05459 Spencer Peck, Agent 9909 W Loomis Rd			
<b>Class A Combination 2026-2027</b>	<b>Walgreen Co</b> DBA Walgreens #05884 Brian Wheatley, Agent 9527 S 27th St			
<b>Class A Combination 2026-2027</b>	<b>Walgreen Co</b> DBA Walgreens #15020 Louis Olinger, Agent 7130 S 76th St			
<b>Reserve Class B Combination 2026-2027</b>	<b>FF&amp;E LLC</b> DBA Hampton Inn & Suites Milwaukee/Franklin Jefferson Calimlim, Agent 6901 S 76th St			
<b>Class B Combination 2026-2027</b>	<b>Franklin Food &amp; Beverage LLC</b> DBA The Hideaway Pub & Eatery Vanessa Jimenez Nava, Agent 9643 S 76th St			
<b>Class B Combination Entertainment &amp; Amusement 2026-2027</b>	<b>Irish Cottage of Franklin LLC</b> DBA Irish Cottage Jenny Jennings, Agent 11433 W Ryan Rd			
<b>Class B Combination Entertainment &amp; Amusement 2026-2027</b>	<b>Jax on 27th LLC</b> DBA Iron Mike's William Rushman, Agent 6357 S 27th St			
<b>Class B Combination Entertainment &amp; Amusement 2026-2027</b>	<b>The Landmark of Franklin LLC</b> DBA Landmark Lorie Beth Knaack-Helm, Agent 11401 W Swiss St			
<b>Class B Combination Entertainment &amp; Amusement 2026-2027</b>	<b>B S T LLC</b> DBA Mulligan's Irish Pub & Grill Brian Francis, Agent 8933 S 27th St			

<b>Class B  Combination  Entertainment &amp;  Amusement  2026-2027</b>	<b>H, B &amp; H LLC</b> DBA On The Border Oscar Cobian, Agent 10741 S 27th St			
<b>Class B  Combination  Entertainment &amp;  Amusement  2026-2027</b>	<b>Rawson Pub Inc</b> DBA Rawson Pub Steven Schweitzer, Agent 5621 W Rawson Ave			
<b>Class B  Combination  Entertainment &amp;  Amusement  2026-2027</b>	<b>Tail Spin LLC</b> DBA Tail Spin Pub & Pizza Jennifer Halverson, Agent 8330 W Puetz Rd			
<b>Class C Wine  2026-2027</b>	<b>Avas Alterations LLC</b> DBA Avas Alterations LLC Ava Sierra, Agent 7131 S 76th St			
<b>Fixed Full-Service  Retail Outlet,  Entertainment &amp;  Amusement  2026-2027</b>	<b>On Cloud Wine, LLC</b> DBA On Cloud Wine 10062 W Loomis Rd John "Randy" Larson, Agent			
<b>Temporary  Entertainment &amp;  Amusement –  Decibel Level  Change</b>	<b>Franklin Police Citizens Academy Alumni</b> Person in Charge: Ann Adamski Event: K-9 Back the Badge Location: Lions Legend I Park/Pavilion and Band Shell Event Date: 9/19/26			

<b>3. Closed Session</b>	<p><b>H, B &amp; H, LLC d/b/a On the Border applications for Class B Combination and Entertainment &amp; Amusement Licenses for July 1, 2026 - June 30, 2027. The License Committee may enter closed session pursuant to Wis. Stat. § 19.85(1)(b), for considering licensing for H, B &amp; H, LLC. d/b/a On the Border applications for Class B Combination and Entertainment &amp; Amusement Licenses for July 1, 2026 - June 30, 2027, and potentially taking final action on such licenses, which final action would take place in open session thereafter, and noting that the licensee has been noticed and may demand that this subject matter item be held in open session, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.</b></p> <p><b>A motion to enter closed session pursuant to Wis. Stat. § 19.85(1)(b), for considering licensing for H, B &amp; H, LLC. d/b/a On the Border applications for Class B Combination and Entertainment &amp; Amusement Licenses for July 1, 2026 - June 30, 2027, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.</b></p>			
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<p><b>4. Closed Session</b></p>	<p><b>Irish Cottage of Franklin LLC d/b/a Irish Cottage applications for Class B Combination and Entertainment &amp; Amusement Licenses for July 1, 2026 - June 30, 2027. The License Committee may enter closed session pursuant to Wis. Stat. § 19.85(1)(b), for considering licensing for Irish Cottage of Franklin LLC d/b/a Irish Cottage applications for Class B Combination and Entertainment &amp; Amusement Licenses for July 1, 2026 - June 30, 2027, and potentially taking final action on such licenses, which final action would take place in open session thereafter, and noting that the licensee has been noticed and may demand that this subject matter item be held in open session, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.</b></p> <p><b>A motion to enter closed session pursuant to Wis. Stat. § 19.85(1)(b), for considering licensing for Irish Cottage of Franklin LLC d/b/a Irish Cottage applications for Class B Combination and Entertainment &amp; Amusement Licenses for July 1, 2026 - June 30, 2027, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.</b></p>			
<p><b>5.</b></p>	<p><b>Adjournment</b></p>	<p><b>Time:</b></p>		

\*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 Common Council per State ex rel. Badke v. Greendale Village Board, even though the Common Council will not take formal action at this meeting.

APPROVAL	REQUEST FOR COUNCIL ACTION	MEETING DATE June 2, 2026
REPORTS AND RECOMMENDATIONS	<p>H, B &amp; H, LLC d/b/a On the Border applications for Class B Combination and Entertainment &amp; Amusement Licenses for July 1, 2026 - June 30, 2027. The Common Council may enter closed session pursuant to Wis. Stat. § 19.85(1)(b), for considering licensing for H, B &amp; H, LLC d/b/a On the Border applications for Class B Combination and Entertainment &amp; Amusement Licenses for July 1, 2026 - June 30, 2027, and potentially taking final action on such licenses, which final action would take place in open session thereafter, and noting that the licensee has been noticed and may demand that this subject matter item be held in open session, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate</p>	ITEM NUMBER H. 1.

**COUNCIL ACTION REQUESTED**

A motion to enter closed session pursuant to Wis. Stat. § 19.85(1)(b), for considering licensing for H, B & H, LLC d/b/a On the Border applications for Class B Combination and Entertainment & Amusement Licenses for July 1, 2026 - June 30, 2027, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.

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APPROVAL	REQUEST FOR COUNCIL ACTION	MEETING DATE June 2, 2026
REPORTS AND RECOMMENDATIONS	<p>Irish Cottage of Franklin LLC d/b/a Irish Cottage applications for Class B Combination and Entertainment &amp; Amusement Licenses for July 1, 2026 - June 30, 2027. The Common Council may enter closed session pursuant to Wis. Stat. § 19.85(1)(b), for considering licensing for Irish Cottage of Franklin LLC d/b/a Irish Cottage applications for Class B Combination and Entertainment &amp; Amusement Licenses for July 1, 2026 - June 30, 2027, and potentially taking final action on such licenses, which final action would take place in open session thereafter, and noting that the licensee has been noticed and may demand that this subject matter item be held in open session, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate</p>	ITEM NUMBER H. 2.

**COUNCIL ACTION REQUESTED**

A motion to enter closed session pursuant to Wis. Stat. § 19.85(1)(b), for considering licensing for Irish Cottage of Franklin LLC d/b/a Irish Cottage applications for Class B Combination and Entertainment & Amusement Licenses for July 1, 2026 - June 30, 2027, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.

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<b>APPROVAL</b>	<b>REQUEST FOR COUNCIL ACTION</b>	<b>MEETING DATE 6/2/2026</b>
<b>Bills</b>	<b>Vouchers and Payroll Approval</b>	<b>ITEM NUMBER I</b>

Attached are vouchers dated May 15, 2026 through May 28, 2026 Nos. 207043 through Nos. 207187 in the amount of \$ 1,287,353.31. Also included in this listing are EFT Nos. 6505 through EFT Nos. 6523, Library vouchers totaling \$ 26,191.27 and Water Utility vouchers totaling \$ 50,367.77. Voided checks in the amount of \$ (720.98) are separately listed.

Early release disbursements dated May 15, 2026 through May 27, 2026 in the amount of \$ 832,449.96 are provided on a separate listing and are also included in the complete disbursement listing. These payments have been released as authorized under Resolutions 2013-6920, 2015-7062 and 2022-7834.

Attached is a list of property tax disbursements, EFT Nos. 588 through Nos. 589 dated May 18, 2026 through May 25, 2026 in the amount of \$ 5,656.71. These payments have been released as authorized under Resolutions 2013-6920, 2015-7062 and 2022-7834.

The net payroll dated May 29, 2026 is \$ 492,542.04, previously estimated at \$ 496,000. Payroll deductions dated May 29, 2026 are \$ 548,370.55, previously estimated at \$ 538,000.

The estimated payroll for June 12, 2026 is \$ 483,000 with estimated deductions and matching payments of \$ 277,000.

### **COUNCIL ACTION REQUESTED**

Motion approving the following

- City vouchers with an ending date of May 28, 2026 in the amount of \$ 1,287,353.31
- Payroll dated May 29, 2026 in the amount of \$ 492,542.04 and payments of the various payroll deductions in the amount of \$ 548,370.55 plus City matching payments and
- Estimated payroll dated June 12, 2026 in the amount of \$ 483,000 and payments of the various payroll deductions in the amount of \$ 277,000, plus City matching payments.

**ROLL CALL VOTE NEEDED**