



AGENDA
TOURISM COMMISSION
Franklin City Hall, Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
June 17, 2026 at 6:00 p.m.

Board Members

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

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- I. Call to Order and Roll Call.
 - A. Pledge of Allegiance
 - II. Citizen Comment Period
 - III. Draft Minutes Approval – May 27, 2026, Meeting
 - IV. Reports
 - A. Engage Franklin (EF), Mark Wylie, Cari Greving
 - V. Unfinished Business
 - A. Polonia Sport Club, Grant Application addition for Artificial Turf Field construction
 - B. Grant Application limits and new guidelines
 - C. Investment vision for retained funds,
 1. Open discussion with Engage Franklin
 2. Closed Session discussion with Engage Franklin regarding its business activities

The Tourism Commission may enter closed session pursuant to Wis. Stat. & 19.85 (1) (e), to deliberate the investing of public funds in relation to business activities of Engage Franklin, a Destination Marketing Organization, for competitive or bargaining reasons, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.
 - VI. Invoices: Engage Franklin share of April Hotel Taxes - \$17,524.88
 - VII. Next meeting
 - VIII. Adjournment

*Notice is given that a majority of the Common Council may attend this meeting to gather information about an Agenda item over which they have decision making responsibility. This may constitute a meeting of the Council per State ex rel. Badke v. Greendale Village Board, even though the Common Council will not take formal action at this meeting. Notice is also given that upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information, please contact the Franklin City Clerk's office at (414) 425-7500



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

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

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission (TC) was called to order by Chairman Schaefer at 6:02 p.m.
 - A. Pledge of Allegiance

- II. Citizen Comment Period - The floor was opened for citizen comments at 6:03 p.m. John Bergner, with the Civic Celebration, requested a sponsorship for the event commemorating the nation’s 250th year. Chairman Schaefer referred Mr. Bergner to Ms. Greving and Engage Franklin, who had contributed \$500 last year. Citizen Comment Period closed at 6:08 p.m.

- III. Draft Minutes Approval, April 15, 2026, Meeting, Motion by Elliot, second by Wesener to approve as amended. Motion carried.

- IV. Reports
 - A. Engage Franklin (EF) - Cari Greving related that she is now handling the deposits and check-writing. Two bids are in for the visitor’s guide, which needs a short run of the current edition and lots of events being submitted, requiring 4 pages to be redone. A new Facebook account is being subscribed. Snowvana is returning and a funding proposal is coming in July. Attended Destination WI and Sports WI events. Tacos & Tequila will provide a press opportunity. The WI PGA tournament will be held at Tuckaway Shores Country Club and Cari is contacting hotels to connect them. Cari could track Air BnB and Verbo leases. Franklin Concerts in the park is getting a \$300 sponsorship from EF.

- V. Unfinished Business
 - A. Grant Application limits – Cari, Darell Malek and Ryan Wargolet form the committee making the grant awards. Bill Elliot, Mark Wylie & Carrie worked on drafting language for applications and limits, which Elliot presented - the focus is on supporting events and capitol expenses are not eligible. The program is called the Tourism Promotion Grant Fund. Prior commitments to projects remain. The program will award \$16/room-night with a cap of \$10,000. The TC will consider the new draft application for approval when more members are present.

 - B. Investment vision for retained funds,
 - 1. Open discussion with Engage Franklin – No discussion

 - 2. Closed Session discussion with Engage Franklin regarding its business activities
 The Tourism Commission may enter closed session pursuant to Wis. Stat. & 19.85 (1) (e), to deliberate the investing of public funds in relation to business activities of Engage Franklin, a Destination Marketing Organization, for competitive or bargaining reasons, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate. No motion, no discussion.

- VI. Invoices: Engage Franklin share of April Hotel Taxes - \$46,887.79
- VII. Next meeting – June 17, 6:00 p.m.
- VIII. Adjournment – Motion by Elliot, second by Wesener, to adjourn. Meeting adjourned.

DRAFT

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

Month	01-0000-4022	70%	75%	Paid	Paid Amount	Paid Date	Check No.	Overpaid
	Total room tax dollars collected	70% goes to Tourism	75% goes to Engage Franklin					
12/31/2023	\$ 101,640.23	\$ 101,640.23	\$ 76,230.17	✓	\$76,230.17	5/2/2024	197665	
10/3/2024	\$ 86,426.65	\$ 86,426.65	\$ 64,819.99	✓	\$64,819.99	10/31/2024	199872	
10/31/2024	\$ 58,514.84	\$ 58,514.84	\$ 43,886.13	✓	\$43,886.13	11/28/2024	200254	
11/30/2024	\$ 138,848.79	\$ 138,848.79	\$ 104,136.59	✓	\$104,136.59	1/2/2025	200610	
2/18/2025 January 2025	\$ 52,056.30	\$ 36,439.41	\$ 27,329.56	✓	\$39,042.23	2/27/2025	201826	\$11,712.67
4/17/2025 February 2025	\$ 52,688.36	\$ 36,881.85	\$ 27,661.39	✓	\$15,948.72	5/7/2025	202667	
5/15/2025 April 2025	\$ 41,798.37	\$ 29,258.86	\$ 21,944.14	✓	\$21,944.14	5/28/2025	202855	
6/12/2025 May 2025	\$ 86,891.18	\$ 60,823.83	\$ 45,617.87	✓	\$45,617.87	6/25/2025	203220	
8/14/2025 June 2025	\$ -	\$ -	\$ -					
8/14/2025 July 2025	\$ 165,425.92	\$ 115,798.14	\$ 86,848.61	✓	\$86,848.61	8/27/2025	204011	
9/10/2025 August 2025	\$ 4,549.52	\$ 3,184.66	\$ 2,388.50	✓	\$2,388.50	10/2/2025	204323	
11/12/2025 September 2025	\$ -	\$ -	\$ -					
11/12/2025 October 2025	\$ 19,332.46	\$ 13,532.72	\$ 10,149.54	✓	\$10,149.54	12/4/2025	205123	
12/11/2025 November 2025	\$ 225,514.83	\$ 157,860.38	\$ 118,395.29	✓	\$118,395.29	1/8/2026	205531	
1/1/2026 December 2025	\$ -	\$ -	\$ -					
2/1/2026 January 2026	\$ 63,991.73	\$ 44,794.21	\$ 33,595.66	✓	\$33,595.66	4/2/2026	206456	
3/1/2026 February 2026	\$ 37,456.02	\$ 26,219.21	\$ 19,664.41	✓	\$19,664.41	4/22/2026	206766	
4/1/2026 March 2026	\$ 30,449.62	\$ 21,314.73	\$ 15,986.05	✓	\$15,986.05	4/22/2026	206766	
5/1/2026 April 2026	\$ 89,310.08	\$ 62,517.06	\$ 46,887.79	✓	\$46,887.79	6/3/2026	207195	
6/1/2026 May 2026	\$ 33,380.72	\$ 23,366.50	\$ 17,524.88					



PAYMENT VOUCHER

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

Date: June 9, 2026

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

Account	Description	Amount	Percent Owed	Amount Owed
17-0651-5299	75% Agreement per Franklin Tourism Commission & Engage Franklin Tourism Entity Agreement effective October 1, 2023	\$23,366.50	75%	\$17,524.88
	APRIL 2026 REVENUE			
			TOTAL	\$17,524.88

Finance Department

Prepared By: Danielle Brown

Signature: _____

Date: May 11, 2026

Tourism Commission Approval

Approved By: _____

Signature: _____

Date: _____