



**AGENDA**  
**TOURISM COMMISSION**  
**Franklin City Hall, Hearing Room**  
**9229 W. Loomis Road, Franklin, Wisconsin**  
**March 18, 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 – January 21, 2026 Meeting
  - IV. Reports
    - A. Engage Franklin (EF), Laura Nelson
      1. Q1 Finance Report
  - V. Unfinished Business
    - A. Polonia Sport Club, Grant Application supplement for Artificial Turf Field construction
    - B. Investment vision for retained funds,
      1. Open discussion with Engage Franklin
      2. Closed Session discussion with Engage Franklin regarding its business activities

The Tourism Commission may enter closed session pursuant to Wis. Stat. & 19.85 (1) (e), to deliberate the investing of public funds in relation to business activities of Engage Franklin, a Destination Marketing Organization, for competitive or bargaining reasons, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.
  - VI. New Business - Social House Entertainment Grant for Taco's & Tequila event - \$30,000
  - VII. Invoices – EF Share Motel Room Tax - \$33,595.66
  - VIII. Next meeting
  - VIII. Adjournment

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



**MINUTES OF MEETING OF THE TOURISM COMMISSION**  
**Lower Level Meeting Room, 9229 W. Loomis Road, Franklin, Wisconsin**  
**January 21, 2026 – 6:00 p.m.**

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

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission (TC) was called to order by Chairman Schaefer at 6:06 p.m.
  - A. Pledge of Allegiance
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:07 p.m. with no citizens present. Citizen Comment Period closed at 6:07 p.m.
- III. Draft Minutes, December 17, 2025 Meeting – Jeff Kuderski was in attendance. Motion by Kuderski, second by Wesener, to approve as amended. Motion carried.
- IV. Reports
  - A. Engage Franklin (EF), Mark Wylie, Laura Nelson - The EF Board did not meet in December and January as the Executive Director resigned. The Root River Classic went very well for its first year with 155 entries, 31 cash-winner-teams and many happy participants. Some teams got hotels and some also went to Luxe one day. A courtesy-block-room-reservation program will be established to track hotel stays for events. Main Stay had a volleyball tournament. Laura has a grant applicant coming to us. The outline is done for the Strategic Plan, which will go to the board in February and TC in March with approval sought from both. Multi-level funding options will be presented to both Boards.
- V. Unfinished Business
  - A. Polonia Sport Club, Grant Application supplement for Artificial Turf Field construction– Dan Stadler, Board Member reported on hotel nights for the Club, as requested by the TC, with the turf field and future room nights increasing by 884 for a total of 1,850 per year. Excavation would start in July and finish in fall with the grant. Architecture & Engineering would occur now. Turf would enable events to be held from late January through late November. Wylie liked the application, Schaefer and Kuderski wanted to see what EF had for a funding request. No action taken.
  - B. Investment vision for retained funds:
    - 1. Open discussion with Engage Franklin
    - 2. Closed Session discussion with Engage Franklin regarding its business activities - Motion by Kuderski, second by Wesener, to enter into closed session. Motion Carried.

The Tourism Commission may enter closed session pursuant to Wis. Stat. & 19.85 (1) (e), to deliberate the investing of public funds in relation to business activities of Engage Franklin, a Destination Marketing Organization, for competitive or bargaining reasons, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate. Motion by Wylie, second by Kuderski, to return to open session. Motion Carried.
- VI. New Business - Wisconsin Governor’s Conference on Tourism, March 15 through 17, Milwaukee – Wesener is attending and other TC members could as well.
- VII. Invoices - none
- VIII. Next meeting – February 25, 6:00 pm
- IX. Adjournment – Motion by Kuderski, second by Wesener, to adjourn. Meeting adjourned.

**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						



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

**Mission Statement:**

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

**Our Core Values:**

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

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



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

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

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



**CITY OF FRANKLIN  
TOURISM GRANT PROGRAM  
APPLICATION**

Date
Tourism Commission Use Only
Application Number:

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

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

**TOURISM GRANT PROGRAM - GRANT APPLICATION**

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

**TOURISM GRANT PROGRAM - GRANT APPLICATION**

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

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