



**AGENDA**  
**TOURISM COMMISSION**  
**Franklin City Hall, Council Chambers**  
**9229 W. Loomis Road, Franklin, Wisconsin**  
**May 27, 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 – April 15, 2026, Meeting
  - IV. Reports
    - A. Engage Franklin (EF), Cari Greving
  - V. Unfinished Business
    - A. Grant Application limits
    - 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. Invoices: Engage Franklin share of April Hotel Taxes - \$46,887.79
  - 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**

**Lower Level Meeting Room, 9229 W. Loomis Road, Franklin, Wisconsin**

**April 15, 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	Laura Nelson, President Engage Franklin
Bill Elliott	X	Carrie Grieving, Executive Director, Engage Franklin

- 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 comment at 6:03 p.m. with no citizens present. Citizen Comment Period closed at 6:03 p.m.
  
- III. Draft Minutes Approval, March 18, 2026, Meeting, Motion by Wylie, second by Wesener to approve as amended. Motion carried.
  
- IV. Reports
  - A. Engage Franklin (EF), Mark Wylie, Laura Nelson – Nelson introduced new Executive Director, Carrie Grieving, who will attend the TC meetings from now on. She previously worked for Visit Racine County, which had the second highest visitor growth in Wisconsin in 2024 and 2025. Grieving’s highest priorities will be developing social media and website, and Nelson has been onboarding her.
  - B. Finance Report – as of 3-31-26 there were assets of 180,272, and a net of - \$24,186 YTD 2026.
  
- V. Unfinished Business
  - A. Polonia Sport Club, Grant Application supplement for Artificial Turf Field construction – engineering meetings were interrupted and the item will be postponed until next meeting.
  - B. Investment vision for retained funds,
    - 1. Open discussion with Engage Franklin - EF will get a new URL as they cannot find the administrator account. A plan will be developed for immediate action, including visitor guide, social media and website development that can all use the same basic information. The TC suggested contracting with multiple vendors to develop these platforms with tailored basic information.
    - 2. Closed Session discussion with Engage Franklin regarding its business activities – No motion.

The Tourism Commission may enter closed session pursuant to Wis. Stat. & 19.85 (1) (e), to deliberate the investing of public funds in relation to business activities of Engage Franklin, a Destination Marketing Organization, for competitive or bargaining reasons, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.
  
- VI. New Business – Grant Application limits will apply to the budgeted \$35,000. Focus will be mostly on marketing. If there are capitol grants in the budget it would have a limited amount. Elliot and



Wylie will write up some guidelines that will replace the current guidelines.

- VII. Invoices: Engage Franklin share of Feb/March Hotel Taxes - \$35,650.46. Motion by Elliot, second by Wesener to approve the invoice. Motion carried.
- VIII. Next meeting – May 27, at 6 PM.
- IX. Adjournment – Motion by Wylie, Second by Elliot. Meeting adjourned.

DRAFT

**GL ACTIVITY REPORT FOR CITY OF FRANKLIN**  
**FROM 01-0000-4022 TO 01-0000-4022**  
**TRANSACTIONS FROM 04/01/2026 TO 04/30/2026**

Date	JNL	Type	DESC	Reference #	AMT
<b>Fund 01 GENERAL FUND</b>					
<b>04/01/2026</b>			<b>01-0000-4022 MOTEL ROOM TAX</b>		<b>3EG. BALANCE</b>
04/14/2026	CR	RCPT	4022 - MOTEL ROOM TAX	355911	598.44
04/21/2026	CR	RCPT	4022 - MOTEL ROOM TAX	357544	1,924.80
04/21/2026	CR	RCPT	4022 - MOTEL ROOM TAX	357547	1,097.98
04/21/2026	CR	RCPT	4022 - MOTEL ROOM TAX	357548	65.70
04/21/2026	CR	RCPT	4022 - MOTEL ROOM TAX	357549	2,597.14
04/21/2026	CR	RCPT	4022 - MOTEL ROOM TAX	357550	7,601.44
04/21/2026	CR	RCPT	4022 - MOTEL ROOM TAX	357551	8.82
04/21/2026	CR	RCPT	4022 - MOTEL ROOM TAX	357552	171.33
04/24/2026	CR	RCPT	4022 - MOTEL ROOM TAX	358059	456.52
04/27/2026	CR	RCPT	4022 - MOTEL ROOM TAX	358431	26,507.49
04/28/2026	CR	RCPT	4022 - MOTEL ROOM TAX	358948	1,117.88
04/28/2026	CR	RCPT	4022 - MOTEL ROOM TAX	358956	284.64
04/29/2026	CR	RCPT	4022 - MOTEL ROOM TAX	359058	43,037.50
04/29/2026	CR	RCPT	4022 - MOTEL ROOM TAX	359059	1,238.40
04/30/2026	CR	RCPT	4022 - MOTEL ROOM TAX	359254	2,602.00
04/30/2026			01-0000-4022 MOTEL ROOM TAX		END BALANCE 89,310.08

**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						



## PAYMENT VOUCHER

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

Date: May 11, 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	\$62,517.06	75%	\$46,887.79
	<b>APRIL 2026 REVENUE</b>			
			<b>TOTAL</b>	<b>\$46,887.79</b>

### Finance Department

Prepared By: Danielle Brown

Signature: *Danielle Brown*

Date: May 11, 2026

### Tourism Commission Approval

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

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

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