AGENDA
TOURISM COMMISSION
Franklin City Hall, Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
November 18, 2026, at 6:00 p.m.

Board Members

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

I. Call to Order and Roll Call.
   A. Pledge of Allegiance

II. Citizen Comment Period

III. Draft Minutes Approval – October 27, 2026, Meeting

IV. Reports
   A. How the Room Tax Works – Bill Elliot, Executive Director, Wisconsin Hotel And Lodging Association.
   B. Engage Franklin (EF), Mark Wylie, Cari Greving

V. Unfinished Business
   A. Franklin Youth Tournament Club (FYTC) sponsorship request
   B. 2027 Travel WI Destination Guide half page ad - $3,505
   C. Method to track hotel stays for Croatian Soccer Club and Polonia Soccer Club
   D. Investment vision for retained funds,
      1. Open discussion with Engage Franklin
      2. Closed Session discussion with Engage Franklin regarding its business activities

The Tourism Commission may enter closed session pursuant to Wis. Stat. & 19.85 (1) (e), to deliberate the investing of public funds in relation to business activities of Engage Franklin, a Destination Marketing Organization, for competitive or bargaining reasons, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.

VI. Invoices: Engage Franklin share of Hotel Taxes - $15,878

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

October 27, 2026 – 6:00 p.m.

Members Present		Others Present
Lance Schaefer (Chair)	X	
Jeff Kuderski (Vice Chair)	X	Carrie Greving, Executive Director, Engage Franklin
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 Lance Schaefer at 6:09 p.m.

A. Pledge of Allegiance

II. Citizen Comment Period - The floor was opened for citizen comments at 6:10 p.m. Citizen Comment Period closed at 6:11 p.m.

III. Draft Minutes Approval, September 29, 2026, Meeting – Motion by Kuderski, second by Wesener, to approve. Motion carried.

IV. Reports

A. How the Room Tax Works – Bill Elliot, Executive Director, Wisconsin Hotel And Lodging Association. – Postponed to a future meeting.

B. Engage Franklin (EF), Mark Wylie, Cari Greving – Greving related that Brandon Chinea is the EF liaison for ROC. EF had a marketing analytics study done and results exceeded expectations, especially social media efforts on Google and Facebook. Visitor Guide sales will continue for the next month and payment plans are offered. The EF Board approved a budget, which is broken out by expenditure. Greving was on the CBS station promoting local and Halloween events. Snowvana is coming November 13 through 15. Visitor center is on the EF agenda as always, with volunteer and staffing needs and other logistics being part of the discussion. EF needs to be in the Travel Wisconsin Guide for Franklin sales and branding, as well as new release dates allow for Crystal Ridge to be promoted – the ad is $3,500 and a request for funding will come to the TC next month.

V. Unfinished Business

A. Franklin Youth Tournament Club (FYTC) sponsorship request – Postponed to a future meeting as the Shaun Marefka was detained at work for the Brewers during the World Series.

B. Croatian Soccer Club, Grant Application update, Artificial Turf Field - Treasurer Matt Saric reported that the Club will host an international soccer tournament July 2 through 4, 2026, regardless of the turf field's progress. The bid process for the field will proceed upon confirmation that the City's engineering dept approves of the storm water management plan. Construction would start next year with completion before the July tournament. The Club will inform the TC when construction is ready to start. The HNNS Soccer Tournament hosts 75 to 90 teams, including 7 Croatian clubs from the US and Canada, for a 2500-person event. Saric and Greving will collaborate to get bookings right away in Franklin hotels for the July 4 holiday weekend.

C. Method to track hotel stays for Croatian Soccer Club and Polonia Soccer Club – Greving

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presented a draft concept to track hotel stays for event sponsors. With only four hotels to track it should be simple and all grant projects and participating events would be tracked. Emails would go out every two weeks to hotels asking where guests from events stayed. Questionnaires will get data from the four hotels. Participating hotels would offer special rates for tracked event attendees along with special booking links. Attendees book directly with the hotels using the links. The process can start next week.

D. Investment vision for retained funds,
   1. Open discussion with Engage Franklin – no additional discussion.

   2. Closed Session discussion with Engage Franklin regarding its business activities. No action taken

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 Hotel Taxes - $62,175

VII. Next meeting – November 18. The City Council activity & budget presentation will be on November 17.

VIII. Adjournment – Motion by Wylie, second by Wesener. Motion carried, meeting adjourned.

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GL ACTIVITY REPORT FOR CITY OF FRANKLIN
FROM 01-0000-4022 TO 01-0000-4022
TRANSACTIONS FROM 10/01/2026 TO 10/31/2026

Date	JNL	Type	DESC	Reference #	AMT	ENC/BDGT CHG
Fund 01 GENERAL FUND						
10/01/2026			**01-0000-4022 MOTEL ROOM TAX**			
10/01/2026	GJ	JE		11858		
10/23/2026	CR	RCPT		372820	769.03	
			HOTEL/MOTEL ROOM TAX			
10/23/2026	CR	RCPT		373018	5,280.57	
			HOTEL/MOTEL ROOM TAX			
10/23/2026	CR	RCPT		373019	25.55	
			HOTEL/MOTEL ROOM TAX			
10/23/2026	CR	RCPT		373020	14,683.73	
			HOTEL/MOTEL ROOM TAX			
10/23/2026	CR	RCPT		373021	314.34	
			HOTEL/MOTEL ROOM TAX			
10/23/2026	CR	RCPT		373022	2,211.11	
			HOTEL/MOTEL ROOM TAX			
10/23/2026	CR	RCPT		373023	2,054.89	
			HOTEL/MOTEL ROOM TAX			
10/26/2026	CR	RCPT		373565	1,470.48	
			HOTEL/MOTEL ROOM TAX			
10/27/2026	CR	RCPT		374079	1,364.64	
			MOTEL/HOTEL ROOM TAX			
10/30/2026	CR	RCPT		374749	1,199.18	
			MOTEL/HOTEL ROOM TAX			
10/30/2026	CR	RCPT		374754	869.94	
10/31/2026			01-0000-4022 MOTEL ROOM TAX		END BALANCE	

Engage Franklin Funding

2023 Funding - 75% of all Tourism dollars

Agreement Date: October 1, 2023

		01-0000-4022 Total room tax dollars collected	70% 70% goes to Tourism	75% 75% goes to Engage Franklin	Paid	Paid Amount	Paid Date	Check No.	Overpaid
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	✓	$17,524.88	7/1/2026	207469	
7/1/2026	June 2026	$ -	$ -	$ -					
8/1/2026	July 2026	$ 59,835.30	$ 41,884.71	$ 31,413.53	✓	$31,413.53	8/26/2026	208177	
9/1/2026	August 2026	$ 118,619.00	$ 83,033.00	$ 62,275.00	✓	$62,275.00	10/28/2026	208821	
10/1/2026	September 2026	$ -	$ -	$ -					
11/1/2026	October 2026	$ 30,243.46	$ 21,170.00	$ 15,878.00					

PAYMENT VOUCHER

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

Date: November 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	$21,170.00	75%	$15,878.00
	OCTOBER 2026 REVENUE			
			TOTAL	$15,878.00

Finance Department

Prepared By: Danielle Brown

Signature: _____

Date: November 11, 2026

Tourism Commission Approval

Approved By: _____

Signature: _____

Date: _____