



AGENDA
TOURISM COMMISSION
Franklin City Hall, Lower Level Conference Room
9229 W. Loomis Road, Franklin, Wisconsin
October 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 – September 29, 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. Croatian Soccer Club, Grant Application update, Artificial Turf Field - Matt Saric
 - 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 - \$62,175
 - 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

Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin

September 29, 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	X	

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission (TC) was called to order by Chairman Lance Schaefer at 6:02 p.m.
 - A. Pledge of Allegiance
- II. Citizen Comment Period - The floor was opened for citizen comments at 6:03 p.m. Citizen Comment Period closed at 6:03 p.m.
- III. Draft Minutes Approval, July 15, 2026, Meeting – Motion by Wylie, second by Wesener, to approve. Motion carried.
- IV. Reports: Engage Franklin (EF) - Cari Greving reported the old EF webpage is down and the new one up, but not on YouTube yet. The Visitor Guide development is in the asset gathering stage now. The 2027 budget is being developed and Cari is working with the City Treasurer to develop a standard payment. EF is promoting the Hills Have Eyes in the Lake Geneva area. There are more ads on Instagram. The Tuckaway Tourney was nice, but not many hotel nights generated. Snowvana will be held Dec. 13 to 16. EF did a lot of advertising for the Milkmen. Mayor Nelson suggested a visitor center in Poths would be a good use of funds.
- V. New Business –
 - A. Method to track hotel stays for Croatian Soccer Club and Polonia Soccer Club – A system for tracking room nights generated by all events is needed. Some hotels have systems & reward guests for taking a survey. The connection between events and hotels is EF (Cari) whom will promote hotels that participate in each event.
 - B. 2027 Budget – Regetz presented a budget of \$481,615, based on City Finance Dept. projections. It was submitted for the City budget process as a matter of record. Motion by Kuderski, second by Wesener, to approve. Motion carried.
 - C. Franklin Youth Tournament Club (FYTC) sponsorship request – FYTC President Shaun Marefka submitted a concept letter for development sponsorship of an indoor baseball & softball training facility. The TC desired an application to the Grant Fund for information.
- VI. Unfinished Business
 - A. Wehr Nature Center Grant-Program-Application – Melissa Hoppe was present to answer questions from June's presentation. Motion by Wesener to approve. Motion died for lack of a second.
 - B. Croatian Soccer Club, Grant Application update, Artificial Turf Field – Applicant unable to attend.
 - C. ~~Polonia Sport Club, Grant Application update, Artificial Turf Field~~ – Item was erroneously included in the agenda – NO ITEM.
 - D. Grant Application limits and new guidelines – Bill Elliot presented the latest draft to the



Tourism Promotion Grant Fund. Edits were made to limit application amounts to \$7,500, a cap of \$10 per room night projected for an event and some typographical clarifications. Motion by Wylie, second by Kuderski to approve the draft application form. Elliot will email it to Regetz.

E. Investment vision for retained funds – No discussion held.

VII. Invoices: Engage Franklin share of Hotel Taxes, July, \$31,413.53 – This item is just for information as the invoice was approved by the Chair, under the DMO agreement with EF, and payment sent to EF.

VIII. Next meeting – Tuesday, October 27. Bill Elliot will give a presentation of how the tourism tax is supposed to work from his role as the Executive Director of the Wisconsin Hotel And Lodging Association.

IX. Adjournment

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	✓	\$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					
10/1/2026 September 2026		\$ -	\$ -	\$ -					

GL ACTIVITY REPORT FOR CITY OF FRANKLIN
FROM 01-0000-4022 TO 01-0000-4022
TRANSACTIONS FROM 08/01/2026 TO 09/30/2026

Date	JNL	Type	DESC	Reference #	AMT	ENC/BDGT CHG	BALANCE	AVAILABLE
Fund 01 GENERAL FUND								
08/01/2026			01-0000-4022 MOTEL ROOM TAX		3EG. BALANCE		136,211.75	43,248.25
08/03/2026	CR	RCPT		367298	3,525.76		139,737.51	39,722.49
			HOTEL/MOTEL ROOM TAX					
08/06/2026	CR	RCPT		367705	1,523.69		141,261.20	38,198.80
			HOTEL/MOTEL ROOM TAX					
08/06/2026	CR	RCPT		367706	65,681.74		206,942.94	(27,482.94)
			HOTEL/MOTEL ROOM TAX					
08/12/2026	CR	RCPT		368022	47,888.24		254,831.18	(75,371.18)
			HOTEL/MOTEL ROOM TAX					
09/30/2026			01-0000-4022 MOTEL ROOM TAX		END BALANCE		254,831.18	(75,371.18)



PAYMENT VOUCHER

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

Date: October 22, 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	\$83,033.00	75%	\$62,275.00
	AUGUST 2026 REVENUE			
	SEPTEMBER 2026 REVENUE - \$0			
			TOTAL	\$62,275.00

Finance Department

Prepared By: Danielle Brown

Signature: _____

Date: October 22, 2026

Tourism Commission Approval

Approved By: _____

Signature: _____

Date: _____