



## Meeting of the Tourism Commission (TC)

Franklin City Hall Building Inspection Conference Room

9229 W. Loomis Road, Franklin, Wisconsin

Wednesday, February 27, 2019 – 6:00 p.m.

Randy Grass  
Shaun Marefka (Vice Chair)  
Lance Schaefer

Amy Schermetzler (Chair)  
Mark Wylie (Secretary)

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- I. Call to Order and Roll Call
  - II. Citizen Comment Period
  - III. Approve January 16, 2018 Meeting Minutes
  - IV. Organizational Considerations: Commission Size Review, ad hoc/task force creation, Officer Election, add Treasurer
  - V. Financial Report / Voucher Approvals
  - VI. Budget amendment to pull 2018 THIEL Brand Design's PO 74174 forward to 2019
  - VII. Branding Update (benchmarking: [www.thatswhywestallis.com](http://www.thatswhywestallis.com))
  - VIII. Wisconsin Department of Tourism Co-op Program
  - IX. CGI Video Opportunity
  - X. Discuss other program options for assisting Franklin Tourism-based businesses
  - XI. Scan the landscape – "Hospitality is Working," – American Hotel & Lodging Association
  - XII. Wisconsin Governors Conference on Tourism, March 17-19, 2019
  - XIII. Update on Wisconsin Association Of Convention And Visitors Bureaus membership application
  - XIV. Next meeting
  - XV. 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 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.