

City of Franklin
Tourism Commission (TC)
Franklin City Hall — Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
Wednesday, January 3, 2018 – 6:00 p.m.
MEETING AGENDA

- I. Call to Order, Roll Call and Pledge of Allegiance
- II. Citizen Comment Period
- III. Consideration of Minutes from the November 29, 2017 meeting
- IV. Announcements relating to tourism (No action to be taken):
- V. Business Matters (Action may be taken as determined by the TC)
 - A. Discussion of the role of the South Suburban Chamber of Commerce in promoting tourism in Franklin and potential relationship with the Franklin Tourism Commission
 - B. Discussion regarding potential contracting of a destination tourism assessment for the City of Franklin
 - C. Discussion of potential Tourism Commission activities to complete during 2018
- VI. Next Meeting Date: February 21, 2018
- VII. Adjournment

Notice is given that a majority of members of the Franklin Common Council may attend this meeting to gather information about an agenda item over which it has decision-making responsibility. This may constitute a meeting of the Common Council per State ex rel. Badke v. Greendale Village Bd., 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.

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9229 W. Loomis Road, Franklin, Wisconsin
Wednesday, November 29, 2017 – 6:00 p.m.**

MEETING MINUTES

- I. Call to Order, Roll Call and Pledge of Allegiance: The meeting of the Franklin Tourism Commission (TC) was called to order at 6:01 PM by Chairwoman Schemetzler. Commissioners present were Grass, Marefka, Schaefer, Schemetzler and Wylie. Also present was Economic Development Director, Aaron Hertzberg.
- II. Citizen Comment Period: The Floor was open to citizen comment at 6:02 and closed at 6:03.
- III. Consideration of Minutes from the October 18, 2017 meeting: Motion made (Wylie) and seconded (Schaefer) to approve the minutes. Motion carried: 5 ayes, 0 noes.
- IV. Announcements relating to tourism (No action to be taken): Discussion among members. No action taken.
- V. Business Matters (Action may be taken as determined by the TC)
 - A. Reports on tourism related conversations: Discussion among members. No action taken.
 - Gateway to Milwaukee (Hertzberg):
 - South Suburban Chamber of Commerce (Marefka):
 - Tourism Resources (Schaefer):
 - Visit Milwaukee (Schemetzler):
 - Other Opportunities:
 - B. Direction to Staff regarding further information gathering or pursuit of tourism related actions: Discussion among members. Commissioner Marefka will invite a representative of the South Suburban Chamber of Commerce to the Commission's next meeting.
- VI. Next Meeting Date: Members agreed to move the next meeting to January 3, 2018. Agenda items are due to Mr. Hertzberg by December 20, 2017.
- VII. Adjournment: A motion was made (Grass) and seconded (Wylie) to adjourn the meeting at 7:15 PM. Motion approved: Motion approved: 5 ayes, 0 noes.