



**Minutes of the Tourism Commission  
Franklin City Hall Hearing Room  
9229 W. Loomis Road, Franklin, Wisconsin  
Wednesday, April 17, 2019 – 6:00 p.m.**

| Members Present |   |                  |   | Others Present                                      |  |
|-----------------|---|------------------|---|---|--|
| Ann Adamski     | x | Amy Schermetzler | x | Calli Berg, Dir of Economic Development             |  |
| Shaun Marefka   | x | Mark Wylie       | x | Barbara Wesener, South Suburban Chamber of Commerce |  |
| Lance Schaefer  | x |                  |   | Paul Piston and Matt Ward, Roc Ventures             |  |
|                 |   |                  |   | Barb Caprile, Caprile Marketing/Design              |  |

- I. The meeting of the Tourism Commission was called to order by Chair Schermetzler at 6:00 p.m.
- II. The floor was opened for citizen comment at 6:01 p.m. and closed at 6:02 p.m. There were no public comments.
- III. Wylie moved, supported by Adamski, to accept the minutes of the March 20th, 2019 meeting. Motion carried unanimously.
- IV. Roc Ventures provided a set of potential advertising opportunities for the Commission’s consideration. Wylie moved, seconded by Schermetzler, to allocate up to \$10,000 towards co-marketing efforts with Roc Ventures and authorizing Schermetzler and Berg to coordinate those activities directly with Roc Ventures. Motion carried.
- V. The Commission discussed opportunities to participate in Democratic National Convention activities. Schaefer will work to coordinate a connection between the Convention Committee and the Franklin Tourism Commission. It was also mentioned that the Ryder Cup is coming in 2020 and the Commission should consider marketing opportunities for that event as well.
- VI. Barbara Caprile with Caprile Marketing/Design presented an opportunity for the Commission to become a stakeholder in creating a Franklin Magazine. Caprile reviewed how the program works and shared other community magazines produced by Caprile Marketing including the Oak Creek Curreant, the Greendale Life in the Village and the Mequon-Thiensville Today.
- VII. Berg updated the Commission on the progress of the branding project. The Tourism Commission was informed that the next step in the rollout would be a concurrent session with the Economic Development Commission and facilitated by THIEL Brand Design.
- VIII. Berg had tentatively reserved the July 28<sup>th</sup> concert with Franklin Park Concerts, Inc. for the Tourism Commission sponsorship and asked the Commission if there were any objections to confirming that date. There were none.
- IX. The Commission had a discussion on ways they could assist the development of the Forte Theater Company in keeping with state legislation for eligible tourism activities. Berg will research what the commission can undertake and report back next month.
- X. The next regularly scheduled meeting of the Tourism Commission is May 15<sup>th</sup>, 2019. The Oak Creek Tourism Commission Director will give a presentation on the history and status of the Oak Creek Commission.
- XI. Schermetzler moved, supported by Adamski, to adjourn the meeting at 8:30 p.m.