



Minutes of the Tourism Commission
Franklin City Hall Lower Level Conference Room
9229 W. Loomis Road, Franklin, Wisconsin
Thursday, December 12, 2019 – 7:30 a.m.

Members Present		Others Present
Ann Adamski	x	Randy Grass – Ad Hoc Member
Shaun Marefka (Vice Chair)	x	Barbara Wesener – Ad Hoc Member
Lance Schaefer	x	
Amy Schermetzler (Chair)	x	
Mark Wylie (Secretary / Treasurer)	x	Calli Berg, Dir of Economic Development

- I. The meeting of the Tourism Commission was called to order by Chair Schermetzler at 7:30 a.m.
- II. The floor was opened for citizen comment at 7:30 a.m. and closed at 7:30 a.m.
- III. Wylie moved, supported by Adamski, to accept the minutes of the October 16th, 2019 meeting. Motion carried unanimously.
- IV. Schermetzler moved, supported by Wylie, to adopt the 2020 budget with total revenues of \$210,179 and total expenditures of \$439,000. Motion carried with one dissenting vote from Marefka.
- V. The Commission asked Berg to find out if they could form a personnel committee of 2-3 members of the Commission to speed the hiring process of a new part time administrator.
- VI. The Commission reviewed the draft website and provided constructive feedback. The Commission reviewed an estimate for photography and videography services from Fully Articulated Productions. The Commission requested an estimate from Image-it Photography and will select a firm at the next meeting. The Commission discussed purchasing and mounting a web cam at Ballpark Commons for live feed and event promotion before tabling the topic.
- VII. There was no update on Roc Ventures Co-Op Advertising.
- VIII. During discussion about the Democratic National Convention, Adamski moved, supported by Wylie, to join Visit Milwaukee for an annual fee not to exceed \$2,500.
- IX. There was no update on the Branding initiative or proposed marketing plan.
- X. Schermetzler will provide a template for addressing requests for assistance and will share at the next meeting for further discussion.
- XI. Adamski moved, supported by Wylie, to pay the monthly bills. Motion carried.
- XII. Schermetzler asked for feedback on the 7:30 meeting time and based on that feedback, the next two monthly meetings will be held at 7:30 a.m. with the next meeting on January 15th, 2020.
- XIII. Adamski moved, supported by Wylie, to adjourn the meeting at 9:10 a.m. Motion carried.