



**Minutes of the Tourism Commission**  
**Franklin City Hall Hearing Room**  
**9229 W. Loomis Road, Franklin, Wisconsin**  
**Wednesday, June 19, 2019 – 6:00 p.m.**

Members Present		Others Present
Ann Adamski	x	Randy Grass – Ad Hoc Member
Shaun Marefka (Vice Chair)		Barbara Wesener – Ad Hoc Member
Lance Schaefer	x	Representatives from THIEL Brand Design
Amy Schermetzler (Chair)	x	Calli Berg, Dir of Economic Development
Mark Wylie (Secretary / Treasurer)	x	Sara Anderson, South Suburban Chamber of Commerce
		Christine Flasch, Southwestern Suburban Symphony

- 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 6:02 p.m. and closed at 6:02 p.m.
- III. Wylie moved, supported by Adamski, to accept the minutes of the May 15th, 2019 meeting. Motion carried unanimously.
- IV. Christine Flasch, founder and Conductor for the Southwestern Suburban Symphony, provided a history of the symphony and talked about the goals for the future of the organization.
- V. The Commission decided to defer the topic of “Defining role of Tourism Commission” until a strategic planning session could be confirmed for all members to attend. Additional topics of the strategic planning session may include mission/vision/scope, and the future administration and sustainability of the Commission. Berg to coordinate finding a date that works for all.
- VI. THIEL Brand Design presented a plan for developing a tourism website, estimated to cost between \$15,000 and \$30,000. Wylie moved, supported by Adamski, to approve \$5,000 for THIEL to create a framework, which includes sitemap, wireframes, look and feel, and recommended technologies and platforms. Motion carried. THIEL will present this framework to the Commission at their July meeting along with an actual price to fully build out and integrate the site.
- VII. The Tourism Commission decided to limit involvement in the Civic Celebration to the t-shirt sponsorship.
- VIII. Wylie and Grass volunteered to take flyers around to tourism-based businesses to inform them of the opportunity to participate in the Wisconsin Department of Tourism co-op advertising grant opportunity.
- IX. Wylie moved, supported by Schermetzler, to increase the budgeted amount of \$10,000 reserved for marketing, advertising, and public relations with Roc Ventures to a new budget of \$14,080 in order for the Tourism Commission to engage in activities with Roc Ventures that allow for more platforms and opportunities within the context of Ballpark Commons advertising tools to inform the public about tourism-based activities in the City. Motion carried.
- X. The Commission instructed Berg to ask THIEL to provide proposals to assist the commission with wayfinding, media scheduling, and creative services.
- XI. Wylie moved, supported by Adamski, to pay the monthly bills. Motion carried.
- XII. The next regularly scheduled meeting of the Tourism Commission is July 17<sup>th</sup>, 2019.
- XIII. The meeting adjourned at 8:03 p.m.