



Minutes of the Tourism Commission
Franklin City Hall Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
Wednesday, March 20, 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	Don Dorsman, Lion Legends Park Concert Series	
Lance Schaefer				Barbara Wesener, South Suburban Chamber of Commerce	

- 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. There were no public comments.
- III. Wylie moved, supported by Adamski, to accept the minutes of the February 27th, 2019 meeting. Motion carried unanimously.
- IV. Schermetzler moved, supported by Wylie, to donate up to \$3,000 towards volunteer shirts for the 2019 Civic Celebration. This contribution will be an opportunity to promote the new City Brand and the Tourism Commission. Motion carried.
- V. Schermetzler moved, supported by Marefka, to donate \$1,000 as a Concert Sponsor for the 2019 Lion Legends Park Concert Series. Motion carried.
- VI. Berg updated the Commission on the progress of the branding project. No action was taken.
- VII. Berg indicated that a simple letter or flyer inviting Franklin tourism-based businesses to participate in the new matching grant program in conjunction with the State of Wisconsin's Co-op Advertising Programs and will work on drafting something for commission review.
- VIII. Berg indicated that Franklin has a reserved spot on the CGI Video production schedule but more research on the ramifications of using CGI Video is in order before final commitment.
- IX. The Commission had a discussion on ways they could assist non-profit businesses, particularly those who have large infrastructure needs. Marefka will work on creating a policy to assist the Commission with these types of requests.
- X. The Commission had a discussion on how to become involved with the Democratic National Convention. Marefka will follow up through his marketing network to gather more information.
- XI. The next regularly scheduled meeting of the Tourism Commission is April 17th, 2019.
- XII. Schermetzler moved, supported by Adamski, to adjourn the meeting at 6:59 p.m.