

Minutes of the Meeting of the Tourism Commission
Franklin City Council Chambers, 9229 W. Loomis Road, Franklin, Wisconsin
August 19, 2020 – 7:00 p.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		
Amy Schermetzler (Chair)	x	
Mark Wylie (Secretary / Treasurer)	x	

- 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 and closed at 6:01 p.m.
- III. Wylie moved, supported by Marefka, to approve the minutes from the July 15th, 2020 meeting. Motion carried.
- IV. Wylie moved, supported by Marefka, to approve the minutes from the July 22nd, 2020 meeting. Motion carried.
- V. Wylie moved, supported by Marefka, to approve the minutes from the July 29th, 2020 meeting. Motion carried.
- VI. Wylie moved, supported by Marefka, to approve the minutes from the August 5th, 2020 meeting. Motion carried.
- VII. Wylie moved, supported by Marefka, to approve the minutes from the August 12th, 2020 meeting. Motion carried.
- VIII. Berg informed the commission that the Finance Committee would be recommending an increase of room tax from 6% to 8% for the 2021 budget.
- IX. Schermetzler informed the commission that the final invoice for the web page was received from THIEL and that she and Berg would meet with THIEL to go over scope of work and ensure all components have been completed.
- X. Berg informed the commission that there was some question by Council as to the use of the Franklin name for Engage Franklin activities. Berg will ask Attorney Weselowski for an opinion.
- XI. There are 72 applicants for the Director of Tourism position and Schermetzler will try to narrow the pool and present resumes to the commission at the next meeting to review.
- XII. The commission reviewed the Banners project and decided to expand the number of banners. Wylie moved, supported by Adamski, to increase the budget for banners not to exceed \$25,000. Motion carried.
- XIII. The Commission agreed to continue 7:30 a.m. special meetings on Wednesday mornings until the next regularly scheduled meeting.
- XIV. Wylie moved, supported by Adamski, to adjourn the meeting at 7:15 p.m.