



Approved 8/19/2020

**Minutes of the Special Meeting of the Tourism Commission**  
**Franklin City Hall Council Chambers**  
**9229 W. Loomis Road, Franklin, Wisconsin**  
**July 22, 2020 – 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		
Amy Schermetzler (Chair)	x	
Mark Wylie (Secretary / Treasurer)	x	Steve Olson – Mayor of the City of Franklin

- I. The meeting of the Tourism Commission was called to order by Chair Schermetzler at 7:30 a.m.
- II. The floor was opened at 7:31 a.m. for citizen comment and closed at 7:31 a.m.
- III. The Commission engaged in discussion with Mayor Steve Olson regarding placement of four existing gateway signs. The Commission agreed to repurpose two of the signs this year and consider replacing them next year. The other two signs can be offered to school or civic groups for uses in locations not considered gateway.
- IV. Schermetzler asked Olson to provide a cost for various staff time to administer the Tourism Commission since its formation. Olson agreed to provide something for Commission review.
- V. Image 360 provided a story board of options for equipping the Visitors Center and the Commission made general choices on look and feel that Marafka will take back to Image 360 for production of a concept.
- VI. Berg will replace “Celebrate” in the logo on the Tourism Commission website with “Engage” to create a logo for Engage Franklin. Marefka shared some ideas for swag with the commission.
- VII. Wylie moved, supported by Marefka, to adjourn the meeting at 9:02 a.m.