

**Minutes of the Meeting of the Tourism Commission**  
**Franklin City Hall Lower Level Conference Room**  
**9229 W. Loomis Road, Franklin, Wisconsin**  
**May 20, 2020 – 6:00 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	x	
Amy Schermetzler (Chair)	x	Sarah Anderson, Exec Director of South Suburban Chamber of Commerce
Mark Wylie (Secretary / Treasurer)	x	Calli Berg, Director of Economic Development

- 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 a.m. South Suburban Chamber of Commerce Executive Director Sarah Anderson provided an update on chamber activities during the pandemic. The citizen comment period closed at 6:04 p.m.
- III. Wylie moved, supported by Marefka, to approve the minutes from the February 19th, 2020 meeting. Motion carried.
- IV. Berg and Schaefer talked about the negative impact of COVID-19 on the Franklin lodging industry and the resulting reduction in room tax revenues, the sole source of funding for the Commission. March was bad and April worse but industry indicators are trending up. Assuming a 50% reduction in room taxes, the Commission can still engage in approved activities this year.
- V. Marefka updated the Commission on new Visitors Center planning at Ballpark Commons. The Center would be co-managed by ROC Ventures and the Commission with ROC Ventures donating space and housing a full-time employee dedicated to City-wide tourism support for all Franklin tourism businesses. The Commission will invest in the Visitors Center with an annual contribution of approximately \$150,000 to cover space and staffing costs and support tourism marketing, promotion, and events. Staff will be hired at the discretion of the Tourism Commission with input and daily oversight from ROC Ventures. To promote the new Visitors Center and Franklin tourism, ROC Ventures will forego selling stadium naming rights to brand the stadium and Ballpark Commons with Franklin-centric names. The Commission will meet weekly to finalize details.
- VI. Marefka updated the commission on the status of the Wayfinding initiatives. The designs for the banners, gateway signs, and City Hall electronic sign have been approved by City Council. Projects costing more than \$25,000 must be publicly bid, so the banners can be ordered any time, but the electronic sign and the gateway signs must both be publicly bid and award through the Franklin Department of Public Works.
- VII. Schaefer updated the Commission on the status of the Democratic National Convention. The event was downscaled and moved to August with resulting impact unknown yet. Berg will continue to work with the South Suburban Chamber and the Oak Creek Tourism Commission on marketing efforts.
- VIII. Berg informed that the Technology Commission agreed to host the website on the City servers and the transfer will begin soon at which time the site will go live with links to Facebook and Instagram. Training staff and Commission to update the site and coordinate social media will soon follow.
- IX. The Commission agreed to hold weekly meetings over the next three weeks on Wednesday mornings at 7:30 a.m. Schermetzler and Marefka plan to provide a Council update at their June 2<sup>nd</sup> meeting.
- X. Schermetzler adjourned the meeting at 7:06 p.m.