

**Minutes of the Meeting of the Tourism Commission**  
**Lower Level Conference Room, 9229 W. Loomis Road, Franklin, Wisconsin**  
**November 18, 2020 – 6:00 p.m.**

Members Present		Others Present
Shaun Marefka (Vice Chair)	x	Randy Grass – Ad Hoc Member
Lance Schaefer		Barbara Wesener – Ad Hoc Member
Amy Schermetzler (Chair)	x	
Mark Wylie (Secretary / Treasurer)	x	
Vacancy		Leroy Lewendowski

- 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 6:11 p.m.
- III. Approval of the draft minutes from the October 21<sup>th</sup>, November 2<sup>nd</sup>, November 6<sup>th</sup>, and November 13<sup>th</sup> meetings was tabled by Schermetzler.
- IV. Berg reported on the wayfinding projects. The gateway signs should be installed by early December. Banner approval was in process with Milwaukee County at which time, Berg will provide a map and pole key to Olympus to schedule for installation. The City Hall sign is being fabricated with an installation date coming up soon.
- V. Marefka reported on the Engage Franklin agreement. Quarles & Brady have billed for pre-contract consultations and we are still awaiting an engagement letter. Berg and Marefka to discuss the fees with the firm and report back to the Commission. Marefka is working with ROC Ventures on how to collaborate on the Engage Franklin agreement with each party's legal oversight.
- VI. Marefka is waiting on a quote for the concept created by Image 360 for the Visitors Center.
- VII. The Olympic committee is interested in bringing the baseball qualifier rounds to Franklin Field. The commission discussed ways to partner with ROC Ventures on marketing the event, the city, and other tourism-based businesses in the city.
- VIII. Wylie moved, supported by Marefka, to enter into closed session at 6:33 p.m. to discuss the final candidates for the Director of Tourism Position, a full-time employee to be hired by Engage Franklin, the tourism entity being created by the City of Franklin Tourism Commission and ROC Ventures for the purpose of promoting tourism-based businesses in the City of Franklin and marketing the City as a destination to potential visitors, candidates review and selection process. Motion carried.
- IX. Wylie moved, supported by Marefka, to reenter open session at 8:25 p.m.
- X. Wylie moved, supported by Marefka to approve the monthly vouchers. Motion carried.
- XI. The next meeting of the Tourism Commission will be November 25<sup>th</sup> at 8:30 a.m.
- XII. Wylie moved, supported by Marefka, to adjourn the meeting at 8:30 p.m.