

Minutes of the Meeting of the Tourism Commission
Franklin City Council Chambers, 9229 W. Loomis Road, Franklin, Wisconsin
October 21, 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		Eric Van Schyndle – Quarles & Brady

- 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. Marefka moved, supported by Schaefer, to approve the minutes from the September 16th, September 25th, October 1st, October 7th, and October 14th, 2020 meeting. Motion carried.
- IV. The commission reviewed the budget forecast with the pandemic impact on the lodging industry in Franklin. No motion was taken.
- V. Eric Van Schyndle with Quarles & Brady to review their proposal including the naming rights agreement, an agreement between the Tourism Commission and Engage Franklin, an agreement to create and operate Engage Franklin, and to create a 501c6 for Engage Franklin. Should the commission engage in all components, at the high end the total legal costs would be approximately \$65,000. The commission would pay for work as it was performed and would be able to stop at any point should 2021 expenses exceed hotel tax revenues.
- VI. The commission considered budget scenarios for 2021 including the potential new legal expenses and the unknown revenues due to the pandemic.
- VII. Marefka moved to engage in a month-by-month contract for services rendered from Quarles & Brady including:
 - Naming rights agreement for approximately \$5,000
 - Creation of Engage Franklin and prepare IRS application for 501(c)(6) designation for approximately \$40,000 to \$45,000
 - Negotiate agreement between the Tourism Commission and Engage Franking for the use of room taxes as well as counseling the commission on the proper relationship with the Engage Franklin to avoid private inurement to be \$15,000-\$20,000

The commission may choose to stop work at any time should the budget no longer accommodate the expense. The motion was seconded by Wylie and carried unanimously by the commission.
- VIII. Marefka led the commission through the latest conceptual designs for the visitor center based on feedback provided to Image 360 by the commission. No action was taken.
- IX. Wylie moved, supported by Marefka, to enter into closed session at 7:25 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.
- X. Wylie moved, supported by Marefka, to reenter open session at 7:45 p.m.
- XI. The next meeting of the Tourism Commission will be November 2nd at 12:00 p.m.
- XII. Marefka moved, supported by Wylie, to adjourn the meeting at 7:55 p.m.