

Minutes of the Meeting of the Tourism Commission
Franklin City Council Chambers, 9229 W. Loomis Road, Franklin, Wisconsin
September 16, 2020 – 6:00 p.m.

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

- I. The meeting of the Tourism Commission was called to order by Chair Schermetzler at 6:02 p.m.
- II. The floor was opened for citizen comment and closed at 6:03 p.m.
- III. Marefka moved, supported by Schaefer, to approve the minutes from the August 19th, 2020 meeting. Motion carried.
- IV. Marefka moved, supported by Schaefer, to approve the minutes from the September 2nd, 2020 meeting. Motion carried.
- V. Schaefer informed the commission that the lodging industry anticipates a 2nd quarter 2021 rebound.
- VI. Berg provided an updated on the wayfinding projects in process including the city sign, gateway signs, and banners.
- VII. Marefka and Berg will meet with Quarles & Brady to review what legal components are needed for creation and function of Engage Franklin and the agreement with ROC Ventures.
- VIII. Marefka led the commission through the proposed conceptual designs for the four walls of the visitor center and gathered feedback to provide to Image 360 to finalize the preferences into the design of the visitor center.
- IX. Marefka moved to enter into closed session at 7:00 p.m. to discuss the final candidates for the Director of Tourism Position and planning the panel interview process. The Director of Tourism position will be 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. The Tourism Commission may enter closed session pursuant to Wis. Stat. § 19.85(1)(c) if applicable, to consider employment, compensation and performance evaluation data of candidates for the Director of Tourism position, and pursuant to Wis. Stat. § 19.85(1)(e) to deliberate and consider the investing of public funds and the terms of investment with regard to the services to be provided and compensation therefore by and to the candidates for the Director of Tourism position, for market competition and bargaining reasons and governmental actions in relation thereto, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate. Seconded by Schaefer. Motion carried. Upon reopening the closed session at 7:46 p.m., no action was taken.
- X. Marefka moved, supported by Schaefer, to approve the voucher for \$1,000 for the Image 360 Visitor Center design.
- XI. The Tourism Commission interviews will take place on September 25th from 8:15 a.m. at the Hampton Inn & Suites, followed by a special meeting of the Tourism Commission on Wednesday, September 30th at 7:30 a.m.
- XII. Wylie moved, supported by Adamski, to adjourn the meeting at 7:50 p.m.