



Minutes of the Meeting of the Tourism Commission
Lower Level Conference Room, 9229 W. Loomis Road, Franklin, Wisconsin
June 29, 2022 – 6:00 p.m.

Members Present		Others Present
Ed Holpfer	x	
Shaun Marefka (Chair) (excused)		Barbara Wesener – Ad Hoc Member
Lance Schaefer (Vice Chair)	x	John Regetz – Economic Development Director
Mark Wylie (Secretary / Treasurer)	x	
Jdff Kuderski (excused)		

- I. The meeting of the Tourism Commission was called to order by Vice Chair Schaefer 6:03 p.m.
- II. The floor was opened for citizen comment at 6:04 p.m. and closed at 6:04 p.m.
- III. Franklin Field/Engage Franklin Update – Commissioner Wylie related that a lot of progress has been made with ROC Development in promoting Franklin Field. The new facility manager is very responsive. The Tourism Commission is sponsoring opening night on July 17 and the fireworks night. Sponsor billing is better. Roc would like sponsorship of Luxe Golf and the Hills Have Eyes. Nonprofits can use the 8 complimentary tickets that the Tourism has (maybe Economic Development).
- IV. Carl Collective Partnership Proposal. Wylie reported that the Commission should start some efforts similar to Oak Creek and Greenfield, partnering with a marketing company that uses Marquette students to help market tourism. This would be in lieu of a staff person. A pamphlet was circulated and Shaun Marefka will send more information.
- V. Voucher Approvals - Wylie submitted bills of \$162.40 for postage and 863.52 for website hosting with GoDaddy. Motion by Holpfer, second by Wylie, to approve the bills, with the intention to establish that there is no completion with Engage Franklin’s website. Motion carried.
- VI. The next regular meeting of the Tourism Commission will be July 20, 2022 at 6:00 p.m.
- VII. Holpfer moved, second by Wylie, to adjourn the meeting. Meeting adjourned at 6:25 p.m.