

Minutes of the Meeting of the Tourism Commission
Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin
April 19, 2023 – 6:00 p.m.

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

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission was called to order by Secretary/Treasurer Wylie at 6:00 p.m.
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:01 p.m. and closed at 6:02 p.m., there being no commentary offered.
- III. Draft Minutes Approval, March 15, and March 27, Special 2023 Meetings - Motion by Holpfer, second by Kuderski, to approve minutes of the 3/15/23 and 3/27/23 Special meetings with the following revision for the 3/27/23 meeting under Item VII. Next Meeting.: ... *Motion by Kuderski ~~Wesener~~, second by Holpfer, ...* Motion carried.
- IV. Carl Collective tourism market and messaging R&D update – Erik Brooks reported that the interview process was going a little slow, due to limited outreach responses, but a couple of focus groups are being organized to determine what tourism generation companies are experiencing (visitor origin, purpose, activities) and what their tourism goals are. The Conservancy for Healing is sharing visitor survey data and Carmex is sharing data. The next step will be direct business surveys. A final report will come in June and an update at the May meeting.

Wesener suggested interviewing the Indian Community School as a cultural and architectural attraction. Alderman Holpfer suggested asking the focus group participants “How can the Tourism Commission help them”.
- V. Quarles & Brady, tourism promotion agreement update – Commissioner Marefka has not received any information recently. Regetz will send an email requesting an update.
- VI. Voucher Approvals – Motion by Kuderski, second by Holpfer, to pay the Milwaukee Milkmen invoice of \$120,000 for Sponsorship Revenue (naming rights, promotions and advertising), to be paid near the July 1 due date. Motion Carried.
- VII. Next meeting- May 17.
- VIII. Adjournment – Motion by Holpfer, second by Kuderski to adjourn. Motion carried.