

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

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

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission was called to order by Vice Chair Shaefer at 6:00 p.m.
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:01 p.m. Citizen Comment Period closed at 6:03 p.m.
- III. Draft Minutes Approval, June 21, 2023 Meeting – Motion by Holpfer, second by Wesener to approve. Motion carried.
- IV. Election of vacancy offices; Chair, potentially Vice-Chair and Secretary/Treasurer - Motion by Holpfer, second by Wesener to nominate Commissioner Lance Schaefer for the office of Chair. With no other nominations submitted and on a voice vote, Lance Schaefer was elected Chair. Motion by Wylie, second by Wesener, to nominate Commissioner Jeff Kuderski for the office of Vice Chair. With no other nominations submitted and on a voice vote, Jeff Kuderski was elected Vice Chair.
- V. Carl Collective Tourism Report, Research, Insights, Audiences and Key Messages – Erik Brooks summarized key findings in the Final Report including: Highest Potential Market, Sports – ROC, Soccer Clubs, Milwaukee County Parks; Facilities – WI Polish Center, Kayla’s Park, Conservancy for Health & Healing, etc.; Groups – Forte Theater, etc.; Businesses – Franklin Business Park residents, Hotels (develop more on 27th St.); Recommendations – Make data driven decisions (Engage to subscribe to the Starr tourism data periodical, monitor WI Tourism Reports), collaborate Regionally, monitor the Competition, share the report and other information with Engage Franklin.
- VI. Engage Franklin (EG) Board update – Mark Wylie, Darrel Malek, EG officers: Engage Franklin Update – have a golf event coming in March and other shows still in negotiations from the Sports Show; Engage will greet the first event at the Hampton with handouts and bags to sell Franklin attractions.
 - a. Final edits and approval to deliver to Engage Franklin - Motion by Holpfer, second by Wesener, to go into Closed session. Motion approved.
 The Tourism Commission may enter closed session pursuant to Wis. Stat. & 19.85 (1) €, to deliberate upon the Franklin Field Naming Rights Agreement between the Franklin Tourism Commission and Milwaukee Milkmen Baseball, LLC, effective July 1, 2020, and a proposed Tourism Entity Agreement between the Franklin Tourism Commission and Engage Franklin, the negotiation of provisions and terms and the investing of public funds in relation thereto, for competitive or bargaining reasons, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.
 Motion by Holpfer, second by Wesener, to come out of Closed Session and enter into Open Session. Motion approved. Parties will review agreement edits and continue negotiations on tourism development agreement. No action taken.



- VII. Voucher Approvals: Carl Collective – Focus Group Lunch, \$284.41; Quarles Law – ROC and Engage Agreements Drafting, \$1,323; Engage Franklin Q2 payment, \$20,000. Motion approved.
- VIII. Next meeting – August 16, 6:00 pm.
- IX. Adjournment. Motion by Holpfer, second by Wesener, to adjourn. Meeting adjourned.