

**Minutes of the Meeting of the Tourism Commission**  
**Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin**  
**June 21, 2023 – 6:00 p.m.**

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

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission was called to order by Vice Chair Shaefer at 6:03 p.m.
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:04 p.m. Citizen Comment Period closed at 6:05 p.m.
- III. Draft Minutes Approval, May 17, 2023 Meeting – Motion by Wylie, second by Kuderski to approve. Motion carried.
- IV. Engage Franklin Board update, Board Members Mark Wylie and Darrel Malek – Mr. Malek is the President of Engage Franklin (EF) and owner of the Point After sports lounge and he feels EF is a good deal and a community great opportunity for the community to create more tourism business. He would like to see EF material in the City of Franklin newsletter and encourages completion of the funding agreement with the Tourism Commission. Executive Director, Laura Nelson, gave an update of EF activities – The Greater MKE Golf Tourney, Mud Girl and Turf Wars are events that will be in Franklin in 2024 and generate \$7 to 8 million for the community. EF wants to be a community resource. The website is rolling out with a focus on a calendar of events. The STR Corp data company will be contracted for tourism data gathering.
- V. Quarles & Brady – tourism promotion agreement update
  - a. Final edits and approval to deliver to Engage Franklin – Motion by Holpfer, second by Kuderski, to enter into closed session. Motion Carried.

The Tourism Commission may enter closed session pursuant to Wis. Stat. & 19.85 (1) (e), 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 Wylie, exit closed session and reenter open session. Motion Carried. No action taken and negotiations with Engage Franklin will continue to develop a funding agreement.
- VI. 2023 Budget Process – Regetz informed the Commission that the City budget is currently being developed and the Tourism Commission should finalize its budget by its September meeting for presentation to an October or November 7, Common Council meeting. The Finance Dept will be invited to attend an upcoming meeting to describe bed tax flow for the Tourism Commission to assist in budgeting.
- VII. Voucher Approvals. None
- VIII. Next meeting. July 19; election of officer vacancies to be conducted.
- IX. Adjournment. Motion by Kuderski, second by Wylie, to adjourn. Meeting adjourned.