

Minutes of the Meeting of the Tourism Commission
Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin
March 15, 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 6:01 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, January 23, 2023 Meeting - Motion by Holpfer, second by Kuderski, to approve minutes of the 1/23/23 meeting with the following revision Under Item IV: *Nelson updated the Commission on the Engage Franklin organization in that a board has been assembled, with nominees from the Sleep Inn and Hampton Hotel to be identified.* Motion carried.
- IV. Engage Franklin Agreement Update, Laura Nelson
 - a. Strategic Action Planning – Engage Franklin has a facilitator, Lynn Peters, contracted to lead the session and the Commission has been invited to attend. Goals and objectives should be derived from the strategic planning process. The commission should email input if can't attend regarding issues, such as how it should be involved in Engage Franklin.
- V. Sports ETA Symposium – Engage is working with Oak Creek to accommodate overflow hotel stays and conference costs. The conference in Kansas City will provide 50 meetings with sponsors of random, participatory, national sports events. Franklin's supporting, and entertainment/retail assets will be promoted, and local businesses described. Other event bidding lists are available with the ETA membership and Engage will conduct fam tours for interested event sponsors.

Engage wants to earn an expanded tourism market that elevates revenues to the level that precipitates the 70/30 % DMO/City sharing, which could be distributed from quarterly collections. A steadier revenue stream from the Commission's reserves is currently critical for contracting marketing collateral and services. The Visitor Guide will be ready next year, and data is being amassed now – vendors will be contracted in a couple years to produce the guide. Commissioner Wesener can make connections with a Greendale publisher of tourism articles to help Engage with tourism promotions.

- V. Closed Session- Engage Franklin and Carl Collective Proposals Conversation– the Commission did not go into closed session.
- VI. Vote to Contract with Carl Collective & Engage Franklin – The Commission tabled item VI and will revisit funding approval after the strategic planning session is done and an update on the agreement is provided at its next meeting. Preparedness for the ETA conference is a question to be addressed. Updating the Celebrate Franklin website is a priority.

Carl Collective will also present an update on its research at the next regular meeting.



- VII. Voucher Approvals - Engage Franklin's strategic planning facilitator, \$2,200 (from the tourism services menu). Motion by Holpfer, second by Kuderski, to approve. Motion approved.
- VIII. Next meeting – Special meeting possible for funding approval, April 19 is the next regular date.
- IX. Adjournment – Motion by Holpfer, second by Kuderski to adjourn. Motion carried.