

Minutes of the Meeting of the Tourism Commission
Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin
February 21, 2024 – 6:00 p.m.

| Members Present | | Others Present |
|------------------------------------|---|---|
| Ed Holpfer | x | |
| Jeff Kuderski (Vice Chair) | | Karen Malecki – City of Franklin Parks Commission |
| Lance Schaefer (Vice Chair) | x | John Regetz – Economic Development Director |
| Mark Wylie (Secretary / Treasurer) | | Andy Thompson – Franklin Public Schools |
| Barbara Wesener | x | |

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission was called to order by Chairman Schaefer at 6:00 p.m.
 - A. Pledge of Allegiance
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:01 p.m. Citizen Comment Period closed at 6:01 p.m.
- III. Draft Minutes Approval – January 21, 2024 Meeting. Motion by Holpfer, Second by Wesener, to approve meeting minutes of January 21, 2024 Meeting. Motion Carried.
- IV. Reports. A. Engage Franklin (EF) – No report.
- V. Unfinished Business
 - A. Request for Assistance, Franklin H.S. Display Boards – Andrew Thompson, Community Experience Coordinator, related the school is gaining partners from the business sector at a surprising rate, Anchor Partnerships fully committed, and would like to do so with the Tourism Commission. He related the partnership levels – Founding Partners contribute \$8,000 per year for 5 years; Anchor Partners \$15,000 per year for 5 years. Advertising positioning and benefits were included in hand-outs. A proposal was submitted, and an application was suggested. No Action Taken.
 Member Ed Holpfer departed for the Council meeting at 6:30.
 - B. Franklin Tourism Commission Request for Assistance Guidelines (Form) - Not heard, no action.
 - C. Engage Franklin Naming Rights assignment edits – Not heard, no action.
 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.
- VI. New Business Parks Commission Pamphlets & Funding Karen Malecki, Vice-Chair – This item was heard after Item V.A... Ms. Malecki related that the Parks Commission is updating their webpage, so she started with a Parks map and went on to draft the Park Rentals pamphlet. Both will go on the City and Franklin Public Schools websites and are willing to be on Engage Franklins. The Map will also go in the City Newsletter as a removeable spread. The Parks Commission requested \$3,500 for printing costs and submitted an application form, which was well completed.
- VII. Voucher Approvals: none
- VIII. Next meeting February 21, 2024
- IX. Adjournment – The Chair adjourned the meeting at 6:33 pm.