

MINUTES OF MEETING OF THE TOURISM COMMISSION
Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin
July 17, 2024 – 6:00 p.m.

Members Present		Others Present
Ed Holpfer		
Jeff Kuderski (Vice Chair)		
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 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 6:02 p.m.
- III. Draft Minutes Approval – June 19, 2024 Regular Meeting. Motion by Wesener, second by Schaefer, to approve. Motion Carried.
- IV. Reports - Engage Franklin (EF), Mark Wylie – EF interviewed an Executive Director candidate, but did not consummate employment. They are interviewing another candidate in the next week. Laura Nelson is looking for Franklin events in Visit MKE activities. She is selling to the Turf Wars event which draws 6,000 attendees and their hotel rooms. She is also pursuing a snow sculpture event. EF will be in the September City newsletter. A new Alderperson will need to be appointed to the Tourism Commission.
- V. Unfinished Business, Banner Bracket Proposal – Regetz reported that the new Dept. of Public Works Director disagrees with the Common Council decision to put banners on light poles. He will determine if the issue can be addressed administratively or at the Council level. The brackets obviously cannot be purchased until the issue is resolved.
- VI. New Business
 - A. Tourism Commission Grant Application, Franklin Public Library Foundation – The request is for a food sponsor of the Foundation fundraiser, which proceeds will support the Library’s Children’s area. John Gurda, local author, will be the featured speaker. Motion by Schaefer, second by Wylie, to grant the Franklin Public Library Foundation fundraiser \$1,500 which is the Sponsorship level. Motion carried. Wylie will investigate if this should be an Engage Franklin role the future, but this grant is not that much to award now.
 - B. Tourism Commission Grant Application, Friends of Wehr Nature Center – The request is to sponsor music and quest speaker with a \$1,000 grant to the 50th Anniversary Pollinator Brunch. The Commission noted that the Center is an actual visitor attraction. Proceeds will go to the Rooted and Growing Capital Plan to improve the Center. Motion by Wylie, second by Wesener, to grant \$1,000 to the Wehr Nature Center 50th Anniversary Pollinator Brunch. Motion Carried.
 - C. Budget Process Initiation – Regetz presented the Tourism Commission’s current financial statement to begin deliberating the 2025 budget. The City’s budget process has begun and the Commission’s budget is included. Regetz will propose a budget and bring a room tax



financial statement to the next meeting. Wesener asked what the reserve levels should be? Wylie suggested more funds be assigned to Engage Franklin. Schaefer suggested they be used for a construction project and asked what approvals are required. Regetz will initially research.

VII. Voucher Approvals – Grant were approved in Item VI.

VIII. Next meeting – August 21. Schaefer requested discussion of investing reserves in facilities construction and he will ask Engage Franklin board directors for their ideas. Wesener requested the publisher of Life in the Village attend for a discussion of such a publication for Franklin.

IX. Adjournment.