

MINUTES OF THE MEETING OF THE TOURISM COMMISSION
Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin
March 20, 2024 – 6:00 p.m.

Members Present		Others Present
Ed Holpfer	x	Laura Nelson, Acting Executive Director, Engage Franklin
Jeff Kuderski (Vice Chair)		Darrel Malek, Chair, Engage Franklin
Lance Schaefer (Vice Chair)	x	John Regetz – Economic Development Director
Mark Wylie (Secretary / Treasurer)	x	
Barbara Wesener		

I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission was called to order by Chairman Schaefer at 6:03 p.m.

A. Pledge of Allegiance

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 – March 7, 2024 Special Meeting. Motion by Wylie, Second by Holpfer, to approve meeting minutes of March 7, 2024 Special Meeting. Motion Carried.

IV. Reports

A. Engage Franklin (EF), Mark Wylie – EF Board met and reviewed the Tourism Commission’s edits to the Naming Rights Agreement Amendment and Tourism Entity Agreement.

1. Quarterly Finance Report Format, Laura Nelson – The format could use the EF 2024 Budget presented to the Tourism Commission on 11-15-23, or another could be prepared. The Tourism Commission requested a Profit & Loss and Balance Sheet (Quick Books) format.

The website and finance reports are the top priorities for EF. A hiring recruiter has been retained to hire a new Executive Director. A Franklin City Council Member needs to be appointed and the Mayor and Council need to establish that role – Regetz will investigate. Regetz will remind the Finance Director of the hotel tax transfers to Engage Franklin.

V. Unfinished Business

A. Request for Assistance, Franklin H.S. Display Boards – The Commission reviewed the application and felt that there was no connection between the Video Display Boards and generating overnight stays, which is the purpose for Room Tax funds sent to the Tourism Commission. Motion by Wylie, second by Holpfer, to deny funding to Franklin Public Schools for High School Video Display Board as they do not meet the fundamental requirements of the current strategic plan for the funds. Motion carried.

B. Franklin Tourism Commission Request for Assistance Guidelines (Form) – The Commission reviewed the draft application form and proposed changes, which Regetz will incorporate and submit for review at the next Tourism Commission meeting. Both the Guidelines and Form will be used, as edited.



C. Parks Commission Pamphlets & Funding Request – The Commission reviewed the application submitted on the draft form and felt it and the materials were well done. Motion by Wylie, second by Holpfer, to grant \$3,200 to the City of Franklin Parks Commission to print the Parks Maps and Parks Rental Brochures. Motion carried.

D. Engage Franklin Naming Rights assignment edits – Motion by Wylie, second by Holpfer, to enter 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 Wylie, second by Holpfer, to return to open session at 8:46 pm. Motion carried. No action taken.

VI. New Business - None

VII. Voucher Approvals - None

VIII. Next Regular Meeting – April 17

IX. Adjournment - Motion by Wylie, second by Holpfer, to adjourn. Motion carried.