

MINUTES OF MEETING OF THE TOURISM COMMISSION

Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin

November 20, 2024 – 6:00 p.m.

Members Present		Others Present
Jeff Kuderski (Vice Chair)	x	
Lance Schaefer (Vice Chair)	x	John Regetz – Economic Development Director
Mark Wylie (Secretary / Treasurer)	X	Brandon Chinaea – Engage Franklin Executive Director
Barbara Wesener	x	Matt Saric, Sect/Treas., Croatian Soccer Club

I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission was called to order by Chairman Schaefer at 6:01 p.m.

A. Pledge of Allegiance

II. Citizen Comment Period - The floor was opened for citizen comment at 6:02 p.m... With no comments presented Citizen Comment Period closed at 6:02 p.m.

III. Draft Minutes Approval, October 16, 2024 Meeting – Motion by Wylie, second by Kuderski, to approve. Motion carried.

IV. Reports

- A. Common Council Budget Presentation recap - Chairman Schaefer thanked the Tourism Commission for their services and noted the same should be expressed to the Council. The activities and budget report to the Council went well, with only a few questions asked.
- B. Engage Franklin (EF), Mark Wylie, Brandon Chinaea – Issuance timing of checks to EF was explained by Regetz - they are now written monthly when Hotel Tax revenues have been collected, and released upon Council approval, which is in the next month. A revenue issue for EF is paying the naming rights contract in a timely fashion.

Snowvana is being pursued for November 2025. Brandon is working on the Sports Card Show, a University of Milwaukee collateral contract where EF is mentioned in their community materials, like lodging listings; a Flag Football event; a Pickle Ball tournament at the MOSH; the Visitor Guide is going to print soon, as assets have been identified. Commission members can give input to a draft to be distributed, and no ads this year. Brandon should be on meeting notices.

V. Unfinished Business

- A. Investment vision for retained funds – Chairman Schaefer would like to discuss investment of retained Tourism Commission funds into assets that change the community, be they capitol or technical investments. He wants to delay starting the discussion until Bill Elliot takes his seat on the Commission, as he was approved at the November 19 Council meeting. Some research assemblage can be done in the meantime including the Commission’s Tourism Study (Carl Collective), Engage Franklin’s Strategic Plan and Thiel Consulting’s Market Study and Plan. Motion by Wesener, second by Wylie, to put off Agenda Item V. A. until the next Tourism Commission meeting. Motion carried.
- B. Banner Bracket Proposal, John Regetz – Light Pole loading data is still coming, but the



DPW Superintendent informed Regetz and the Mayor that County and WE Energy agreements are still in effect for their light poles to be used for banners. Regetz will inform them of pending installation and suggests that quote remain approved to ensure funding.

C. Tourism Commission Grant Program

1. Croatian Soccer Club – The Commission reviewed hotel-stay-increase-forecast-data regarding the proposed turf field. Mr. Saric answered questions about hosting rotating tournaments, off season leasing to other sports, construction timing and project fundraising. Motion by Wylie, Second by Wesener, for the Tourism Commission to pledge \$100,000 to the proposed Croatian Soccer Club turf field as it creates overnight stays, with delivery timing of funds to be determined. Motion carried, with the Chair voting no.

2. Franklin Lifestyle publication discussion - Caprile Marketing & Design production – no discussion

D. Potential motion regarding 70/30% split of Hotel Room Tax revenues between City of Franklin and Tourism Commission. The Finance Director is planning to send 70% to the Tourism Commission and send EF's share directly to them. The Commission felt it would be supportive to provide a motion. Motion by Wesener, second by Wylie, to request the City Finance Dept. distribute Hotel Room Taxes, as received monthly, on a split with 30% withheld by the City and 70% going to the Tourism commission. Motion Carried.

It was asked if Hotel Tax revenues could be forecast and Chairman Schaefer explained the intricacies of it. The Commission will investigate forecasting of Room Tax Revenue.

VI. New Business – None

VII. Voucher Approvals – Engage Franklin Hotel Tax Revenue Payment, \$43,886.13 – Motion by Kuderski, second by Wesener, to approve payment of \$43,886.13 to Engage Franklin as their contracted share of the Tourism Commission's Hotel Tax Revenue allotment. Motion carried.

VIII. Next meeting – December 11, 6:00 p.m.

IX. Adjournment – Chairman Schaefer adjourned the meeting at 7:13 p.m.