

MINUTES OF MEETING OF THE TOURISM COMMISSION
Lower Level Meeting Room, 9229 W. Loomis Road, Franklin, Wisconsin
April 16, 2025 – 6:00 p.m.

Members Present		Others Present
Lance Schaefer (Chair)	X	
Jeff Kuderski (Vice Chair)	X	
Mark Wylie (Secretary / Treasurer)	X	John Regetz, Economic Development Director, City of Franklin
Barbara Wesener	X	Laura Nelson, President, Engage Franklin; Asso. Director of Sales, Visit MKE
Bill Elliott	X	

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission (TC) 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 6:03 p.m.
- III. Draft Minutes Approval, March 19, 2025 Meeting – Motion by Wylie, second by Elliot, to approve. Motion carried.
- IV. Reports
 - A. Engage Franklin, (EF) Mark Wylie, Laura Nelson – Wylie reported the Last Board meeting was held at Root River Lanes. EF wants an in-person meeting with the TC. Had good participation on investment survey. Laura announced EF was holding a facilitated strategic planning session and she has a plan in mind. Brandon is at the ETA conference conducting speed meetings and cold calls.
 - B. Croatian Soccer Club Turf Field – Matt and Jad Saric reported that the Club is finishing Phase One of soccer fields improvements – lighting. Plans for Phase Two, construction, are being finalized by deciding between underground drainage retention or ponds. There are over 800 members/participants in the Club. There is no date set for a pledged funding request and Wylie stated the TC is committed to the grant.
- V. Unfinished Business
 - A. Investment vision for retained funds
 1. Survey Results – Chairman Schaefer reviewed the top rank responses for each question. He felt marketing and awareness were the priority for what he felt could be accomplished. Perhaps consulting to help guide and assist staff would help with this. Kuderski thought participants wanted more marketing. Regetz pointed out there were more responses favoring capital & capacity-building investments. Wylie mentioned EF wanted to meet because they have a \$150,000 bill coming due.
 - B. Franklin Park Concerts (FPC) update – The FPC director wrote that requiring recognition for the \$200 was not appropriate and returned the EF check. Regetz suggested supplementing to get to get closer to last year's \$1,000 contribution. Elliot felt that it is not an eligible expense since it did not put "heads in beds". Wylie will see if a \$200 or \$500 check was sent.
- VI. New Business – EF board will attend the next meeting to discuss our impressions of the survey.
- VII. Voucher Approvals - none
- VIII. Next meeting – May 21
- IX. Adjournment – motion by Wesener, second by Kuderski, to adjourn. Motion carried.