

MINUTES OF MEETING OF THE TOURISM COMMISSION
Lower Level Meeting Room, 9229 W. Loomis Road, Franklin, Wisconsin
August 20, 2025 – 6:00 p.m.

Members Present		Others Present
Lance Schaefer (Chair)	X	
Jeff Kuderski (Vice Chair)	x	Laura Nelson, Chair, Engage Franklin Board of Directors
Mark Wylie (Secretary / Treasurer)	X	John Regetz, Economic Development Director, City of Franklin
Barbara Wesener	X	
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 6:00 p.m.
 - A. Pledge of Allegiance
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:01 p.m. with no citizens present. Citizen Comment Period closed at 6:01 p.m.
- III. Draft Minutes Approval, July 16, 2025 Meeting – Motion by Kuderski, second by Wesener, to approve. Motion carried.
- IV. Reports
 - A. Engage Franklin (EF), Mark Wylie, Laura Nelson, Brandon Chinaea, Joe Alivo
 1. Marketing/Activities – Chinaea related that a contract has been signed with DY Basketball for tournaments this fall and winter and the incentive is they get paid for the room nights generated. A horse show tournament is coming to tour Franklin for 2030. VURP Pickleball is having a meeting with EF for their tournament. The Root River Bowling Tourney is getting organized and ready for this winter.
 2. EF Strategy Session with Tourism Commission (TC) – Nelson reported that the session will be held on Oct. 15 and an agenda will be sent to the TC for feedback. Bill Geist will facilitate the session as he has a national reputation and is recommended by Travel Wisconsin and the Hotel & Lodging Association.
 3. Finance Report, 2nd Quarter – Nelson presented the balance sheet and P&L as attached. A year-to-date will be sent.
- V. Unfinished Business
 - A. Investment vision for retained funds,
 1. Open discussion with Engage Franklin – See IV. 3. for discussion.
 2. Closed Session discussion with Engage Franklin regarding its business activities

The Tourism Commission may enter closed session pursuant to Wis. Stat. & 19.85 (1) (e), to deliberate the investing of public funds in relation to business activities of Engage Franklin, a Destination Marketing Organization, 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
 - A. 2026 Budget – Regetz to send Chairman Schaefer the placeholder budget submitted for the City Budget process. It contains shifted funds from unused accounts to EF.
- VII. Invoices – Engage Franklin, share of Tourism Commission Room Tax revenues, \$86,848.61. Motion by Wesener, second by Elliot, to approve the invoice. Motion Carried.
- VIII. Next meeting – 9/24/25



IX. Adjournment – Motion by Wylie, second by Wesener, to adjourn. Motion carried.