

MINUTES OF MEETING OF THE TOURISM COMMISSION

Lower Level Meeting Room, 9229 W. Loomis Road, Franklin, Wisconsin

December 17, 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	
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 citizens present. Citizen Comment Period closed at 6:02 p.m.
- III. Draft Minutes, 9/24/25 Meeting – Motion by Wesener, second by Elliot, to approve. Motion carried.
- IV. Reports
 - A. 2026 Activities, Finance Report & Budget Presentation to Franklin Common Council – Schaefer and Regetz reported on the Tourism Commission’s Annual Report and Budget Presentation to the Franklin City Council. They reported on increased room taxes sufficient to achieve the automatic 30/70% hotel taxes split with the City, banner installation, and the Croatian Soccer Club funding for their pending artificial turf soccer field.
 - B. Engage Franklin (EF), Mark Wylie
 1. Marketing/Activities – Wylie reported Brandon Chinea resigned to coach baseball. Wylie and Laura Nelson discussed recruiting a replacement. EF has not met recently due to lack of quorum; DY Sports got out of pickleball and is focusing on basketball. The Root River bowling tournament had good success between Christmas and New Year holidays. Laura is writing EF’s strategic plan and will be back with it in February. The TC’s involvement in EF is commensurate to the reserve funds committed. Schaefer felt the TC should tell Laura they are willing to dedicate funding to hire an appropriate Executive Director.
 2. EF Strategy Session with Tourism Commission (TC) – no discussion, no action taken.
- V. Unfinished Business - None
- VI. New Business: Polonia Sport Club, Grant Application for Artificial Turf Field construction – Dan Stadler and Rick Rabiega presented a grant application for funding of \$100 to \$200 thousand. Polina has 6 events annually with teams from the Midwest and would add an adult Canadian-Polish event. Polonia’s focus is on youth events and players with their families pay fees and volunteer to fund them. They will return with room night’s calculations as Croatian Soccer did.
- VII. Invoices: Engage Franklin share of Tourism Commission Room Tax revenues, \$118,395.29 – Motion by Elliot, second by Kuderski, to approve. Motion carried.
- VIII. Next meeting – January 21, 2026
- IX. Adjournment – Motion by Wylie, second by Wesener, to adjourn. Meeting adjourned.