

## MINUTES OF MEETING OF THE TOURISM COMMISSION

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

July 16, 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		

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission (TC) was called to order by Chairman Schaefer at 6:02 p.m.
  - A. Pledge of Allegiance
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:03 p.m. with no citizens present. Citizen Comment Period closed at 6:03 p.m.
- III. Draft Minutes Approval, June 18, 2025 Meeting – Motion by Wylie, second by Wesener, to approve. Motion carried.
- IV. Reports - Engage Franklin (EF), Mark Wylie, Laura Nelson – Wylie related that DY Basketball booked 4 weekends for a total of 500 room nights in October, November, December and February. He mentioned the Root River Classic is taking reservations. Nelson reported that Brandon is pursuing opportunities and the EF Board is restraining him some to avoid exceeding their capacity to fund initial prospects. EF will have to start small and match their markets. Brandon is trying to connect to the Milwaukee County Sports Complex, but has not made contact. Not all sports events go to the MOSH. EF is considering Bill Geist to facilitate discussion with the TC as he is experienced and recommended by Wisconsin Tourism Dept. and Travel Wisconsin. Strategic Planning will happen after the TC meeting with only the EF Board.
- V. Unfinished Business
  - A. Wehr Nature Center Grant Application – Discussion indicated that the Center is a tourism destination, but the fundraiser seeking funding is not the exact purpose Room Tax funding was intended. Kuderski suggested sending \$500 to EF so they can match and send to Wehr. Nelson related that neither TC or EF Room Tax funds can be spent on these types of events, but EF set up a moderated fund for moderated donations. EF has more latitude with allocating other revenue streams. Motion by Kuderski, second by Wesener, to send \$500 to EF with the understanding that EF will match and donate the funds (\$1,000) to the Wehr Nature Center's fundraising event. Motion passed.
  - B. Investment vision for retained funds,
    1. Open discussion with Engage Franklin – Brandon believes a field house to host basketball tournaments is a good use of TC retained funds. Wylie suggested that TC could send a couple-hundred-thousand to EF for increased, identified, activities and give reports on progress. Activities would include HR development, increased seamless marketing, and an opportunity fund. Franklin Park Concerts received \$300 and it is hoped EF would continue to support it and Wehr, but for now a good effort. Chairman Schaefer felt this was a great lead into the retained funds discussion.
    2. Closed Session discussion with Engage Franklin regarding its business activities – Motion by Wesener, second by Kuderski, to enter into closed session. Motion carried.
 

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.



Motion by Wesener, second by Kuderski, to enter into open session. Motion carried. No action taken.

- VI. New Business - none
- VII. Invoices – Wehr Center approved earlier in agenda, invoice to be sent to TC from EF
- VIII. Next meeting – 8/20/25, 6:00 p.m.
- IX. Adjournment – Motion by Kuderski, second by Wesener, to adjourn. Motion carried.