

**MINUTES OF MEETING OF THE TOURISM COMMISSION**  
**Lower Level Meeting Room, 9229 W. Loomis Road, Franklin, Wisconsin**  
**June 18, 2025 – 6:00 p.m.**

Members Present		Others Present
Lance Schaefer (Chair)	X	
Jeff Kuderski (Vice Chair)		
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 6:02 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 6:03 p.m.
- III. Draft Minutes Approval, May 21, 2025 Meeting – Motion by Wylie, second by Wesener, to approve. Motion carried.
- IV. Reports, Engage Franklin (EF), Mark Wylie – EF has lots going on: DIY Sports had a highly successful youth basketball tournament in June, at the MOSH and they are booking for fall and winter bookings. They toured the MOSH with EF earlier and liked it. West Coast Premier Baseball operates in a similar fashion and is being booked for August. The National Horseshoe Pitcher’s championship is a prospect. Root River Lanes’ bowling tournament is moving ahead and is intended to be the largest in Wisconsin hosting approximately 3,000 contestants. EF is working to fill fall and winter seasons with these types of events. Next EF Board meeting scheduled 6-25-25. Incorporating Mayor’s suggestions for visitor’s guide. Snovana is moving ahead and is booked for early winter.
- V. Unfinished Business
  - A. Investment vision for retained funds – Participants from EF were not available for the meeting and Laura is looking for a facilitator to conduct a planning retreat. Chairman Schafer noted the Mayor’s attendance at the last meeting and interest in facility and event investment. There are startup budget constraints on EF that limit ability to fund staffing and materials development. The TC should look at several areas of investment including facilities, off-season events, organizational infrastructure (tools) such as a visitor guide and website enhancement. Other visitor guides and websites offer some good concepts and consultants that could give staff beneficial tools.
- VI. New Business – Commissioner Wesener asked how a grant application from the Wehr Nature Center should be handled – through EF or TC? The item will be placed on the next agenda under Old Business.
- VII. Invoices - Engage Franklin, \$45,617.87 room tax revenue share. Motion by Wylie, second by Wesener, to approve. Motion approved.
- VIII. Next meeting – July 16.
- IX. Adjournment – Motion by Wesener, second by Wylie to adjourn. Motion approved.