

MINUTES OF MEETING OF THE TOURISM COMMISSION
Lower Level Meeting Room, 9229 W. Loomis Road, Franklin, Wisconsin
May 21, 2025 – 6:00 p.m.

| Members Present | | Others Present |
|------------------------------------|---|--|
| Lance Schaefer (Chair) | X | Mayor John Nelson, City of Franklin |
| Jeff Kuderski (Vice Chair) | | Brandon Chinaea, Executive Director, Engage Franklin |
| 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... Ann Adamski and John Bergner of the Civic Celebration Commission asked the TC to consider sponsoring t-shirts for the 4th of July pickleball tournament. They were referred to Engage Franklin whose representatives were in the room. Citizen Comment Period closed at 6:05 p.m.
- III. Draft Minutes Approval, April 16, 2025 Meeting – Motion by Wylie, second by Wesener, to approve. Motion carried.
- IV. Reports
 - A. Engage Franklin (EF), Mark Wylie, Laura Nelson, Brandon Chinaea – Wylie noted EF had a good board meeting and there is a bowling tournament coming to Root River Lanes, hosting 3,000 participants over the holidays from Nov. 14 to Dec. 28, with a \$70,000 total payout. Chinaea reported that the annual visitor guide is done with 3,000 printed, there will be a second printing with updates and he would like more business listings. Mayor Nelson suggested some updates for the second printing. Brandon has also been busy negotiating costs for sponsorships and events.
 - B. Financial Reports – Nelson presented finance reports
 1. 2024 Year End – The 2024 Room Tax Report showed \$563,922 collected; \$204,936 distributed to EF and \$207,086 to TC. The EF P&L showed the same, as well as \$316,131 of expenditures, the largest being \$83,598 Contract & professional fees and \$150,000 Sponsorship to ROC Ventures for Nelson’s EF Executive Director salary and Naming Right’s Agreement, respectively. The EF Asset Sheet showed \$17,134 Total Liabilities and Equity.
 2. First Quarter 2025 – January through April verbal report included \$41,307 revenues and \$42,080 expenses, with a written report to follow.
- V. Unfinished Business
 - A. Franklin Concerts (FC) concluding information, Mark Wylie – a \$200 check was sent for sponsorship and required logo placement which was not acceptable to FC. Laura will follow up.
 - B. Investment vision for retained funds



1. Survey results and prioritization - Mayor Nelson had to leave and directed that Regetz would share some concerns about reserve fund uses. Regetz expressed that survey results indicated priority on signature event, attractions development and marketing & wayfinding technology. There is an opportunity to invest in these priorities and if reserves are spent on operations they will not be available to build tourism market capacity in Franklin.
2. Open discussion with Engage Franklin – EF and TC are working towards participating in a strategic planning session that would indicate EF uses of TC reserves. A new strategic planning facilitator search is being conducted. The strategic planning session will require a public (Badke) notice if 3 or more of the TC attends, and would then be a public meeting.
3. 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. No closed session and no action. Discussion followed on eligible items for closed sessions.

VI. New Business - none

VII. Invoices: Engage Franklin, \$21,944.14 - Motion by Wesener, second by Wylie, to approve the EF invoice. Motion approved.

VIII. Next meeting – 6/18/25

IX. Adjournment – Motion by Wylie, Second by Wesener, to adjourn. Motion approved.