

MINUTES OF MEETING OF THE TOURISM COMMISSION
Lower Level Meeting Room, 9229 W. Loomis Road, Franklin, Wisconsin
April 15, 2026 – 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	Laura Nelson, President Engage Franklin
Bill Elliott	X	Carrie Greving, Executive Director, Engage Franklin

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, March 18, 2026, Meeting, Motion by Wylie, second by Wesener to approve as amended. Motion carried.

IV. Reports

A. Engage Franklin (EF), Mark Wylie, Laura Nelson – Nelson introduced new Executive Director, Carrie Grieving, who will attend the TC meetings from now on. She previously worked for Visit Racine County, which had the second highest visitor growth in Wisconsin in 2024 and 2025. Grieving’s highest priorities will be developing social media and website, and Nelson has been onboarding her.

B. Finance Report – as of 3-31-26 there were assets of 180,272, and a net of - \$24,186 YTD 2026.

V. Unfinished Business

A. Polonia Sport Club, Grant Application supplement for Artificial Turf Field construction – engineering meetings were interrupted and the item will be postponed until next meeting.

B. Investment vision for retained funds,

1. Open discussion with Engage Franklin - EF will get a new URL as they cannot find the administrator account. A plan will be developed for immediate action, including visitor guide, social media and website development that can all use the same basic information. The TC suggested contracting with multiple vendors to develop these platforms with tailored basic information.

2. Closed Session discussion with Engage Franklin regarding its business activities – No motion.

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 – Grant Application limits will apply to the budgeted \$35,000. Focus will be mostly on marketing. If there are capitol grants in the budget it would have a limited amount. Elliot and



Wylie will write up some guidelines that will replace the current guidelines.

- VII. Invoices: Engage Franklin share of Feb/March Hotel Taxes - \$35,650.46. Motion by Elliot, second by Wesener to approve the invoice. Motion carried.
- VIII. Next meeting – May 27, at 6 PM.
- IX. Adjournment – Motion by Wylie, Second by Elliot. Meeting adjourned.