

MINUTES OF MEETING OF THE TOURISM COMMISSION
Lower Level Meeting Room, 9229 W. Loomis Road, Franklin, Wisconsin
January 21, 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	
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 6:06 p.m.
 - A. Pledge of Allegiance
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:07 p.m. with no citizens present. Citizen Comment Period closed at 6:07 p.m.
- III. Draft Minutes, December 17, 2025 Meeting – Jeff Kuderski was in attendance. Motion by Kuderski, second by Wesener, to approve as amended. Motion carried.
- IV. Reports
 - A. Engage Franklin (EF), Mark Wylie, Laura Nelson - The EF Board did not meet in December and January as the Executive Director resigned. The Root River Classic went very well for its first year with 155 entries, 31 cash-winner-teams and many happy participants. Some teams got hotels and some also went to Luxe one day. A courtesy-block-room-reservation program will be established to track hotel stays for events. Main Stay had a volleyball tournament. Laura has a grant applicant coming to us. The outline is done for the Strategic Plan, which will go to the board in February and TC in March with approval sought from both. Multi-level funding options will be presented to both Boards.
- V. Unfinished Business
 - A. Polonia Sport Club, Grant Application supplement for Artificial Turf Field construction– Dan Stadler, Board Member reported on hotel nights for the Club, as requested by the TC, with the turf field and future room nights increasing by 884 for a total of 1,850 per year. Excavation would start in July and finish in fall with the grant. Architecture & Engineering would occur now. Turf would enable events to be held from late January through late November. Wylie liked the application, Schaefer and Kuderski wanted to see what EF had for a funding request. No action taken.
 - B. Investment vision for retained funds:
 - 1. Open discussion with Engage Franklin
 - 2. Closed Session discussion with Engage Franklin regarding its business activities - Motion by Kuderski, second by Wesener, 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 Wylie, second by Kuderski, to return to open session. Motion Carried.
- VI. New Business - Wisconsin Governor’s Conference on Tourism, March 15 through 17, Milwaukee – Wesener is attending and other TC members could as well.
- VII. Invoices - none
- VIII. Next meeting – February 25, 6:00 pm
- IX. Adjournment – Motion by Kuderski, second by Wesener, to adjourn. Meeting adjourned.