

MINUTES OF MEETING OF THE TOURISM COMMISSION
Lower Level Meeting Room, 9229 W. Loomis Road, Franklin, Wisconsin
March 18, 2026 – 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		Laura Nelson, President Engage Franklin
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. with no citizens present. Citizen Comment Period closed at 6:02 p.m.

III. Draft Minutes Approval, January 21, 2026 Meeting, Motion by Wylie, second by Elliot to approve. Motion carried.

IV. Reports

A. Engage Franklin (EF), Laura Nelson – EF took action on a couple items requested by the TC: Retained I-Net to execute website and social media functions, but need administrator passwords, I-Net posts events, social media, but not sponsored posts, and has access to the EF U-tube account; Marquette University eblast agreement was continued. The Golf Show went very well, was very busy and got good press. EF pursuing Carrie Grieving for the Executive Director role. Snow Vana signing up again to be held in Franklin.

1. Q1 Finance Report – Written report is coming, EF paid ¼ of naming rights.

V. Unfinished Business

A. Polonia Sport Club, Grant Application supplement for Artificial Turf Field construction – The club will bring engineering information to the next meeting. Motion by Wylie to pledge \$100,000 to the project, contingent on engineering reports. Motion died for lack of a second – 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 Wylie, second by Elliot, to enter 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 Elliot, second by Wylie to enter back into open session.

VI. New Business - Social House Entertainment Grant for Taco’s & Tequila event - \$30,000 The TC was unclear on the room generation by the event. Motion by Elliot, second by Wylie, to deny the application. Motion carried.

VII. Invoices – EF Share Motel Room Tax - \$33,595.66. Motion by Elliot, second by Wylie, to approve



the invoice. Motion carried.

- VIII. Next meeting – April 15. Chairman Schaefer would like Grant Limits to be added onto the agenda as there are 4 new businesses that wish to apply. The limits would apply to applications submitted after the limits are approved.
- IX. Adjournment – Motion by Wylie, Second by Elliot. Meeting adjourned.