Approved 10/27/2026

MINUTES OF MEETING OF THE TOURISM COMMISSION

Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin

September 29, 2026 – 6:00 p.m.

Members Present		Others Present
Lance Schaefer (Chair)	X	
Jeff Kuderski (Vice Chair)	X	Carrie Greving, Executive Director, Engage Franklin
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 Lance Schaefer at 6:02 p.m.
   A. Pledge of Allegiance

II. Citizen Comment Period - The floor was opened for citizen comments at 6:03 p.m Citizen Comment Period closed at 6:03 p.m.

III. Draft Minutes Approval, July 15, 2026, Meeting – Motion by Wylie, second by Wesener, to approve. Motion carried.

IV. Reports: Engage Franklin (EF) - Cari Greving reported the old EF webpage is down and the new one up, but not on YouTube yet. The Visitor Guide development is in the asset gathering stage now. The 2027 budget is being developed and Cari is working with the City Treasurer to develop a standard payment. EF is promoting the Hills Have Eyes in the Lake Geneva area. There are more ads on Instagram. The Tuckaway Tourney was nice, but not many hotel nights generated. Snowvana will be held Dec. 13 to 16. EF did a lot of advertising for the Milkmen. Mayor Nelson suggested a visitor center in Poths would be a good use of funds.

V. New Business –
   A. Method to track hotel stays for Croatian Soccer Club and Polonia Soccer Club – A system for tracking room nights generated by all events is needed. Some hotels have systems & reward guests for taking a survey. The connection between events and hotels is EF (Cari) whom will promote hotels that participate in each event.
   B. 2027 Budget – Regetz presented a budget of $481,615, based on City Finance Dept. projections. It was submitted for the City budget process as a matter of record. Motion by Kuderski, second by Wesener, to approve. Motion carried.
   C. Franklin Youth Tournament Club (FYTC) sponsorship request – FYTC President Shaun Marefka submitted a concept letter for development sponsorship of an indoor baseball & softball training facility. The TC desired an application to the Grant Fund for information.

VI. Unfinished Business
   A. Wehr Nature Center Grant-Program-Application – Melissa Hoppe was present to answer questions from June's presentation. Motion by Wesener to approve. Motion died for lack of a second.
   B. Croatian Soccer Club, Grant Application update, Artificial Turf Field – Applicant unable to attend.
   C. ~~Polonia Sport Club, Grant Application update, Artificial Turf Field~~ – Item was an erroneously included in the a agenda – NO ITEM.
   D. Grant Application limits and new guidelines – Bill Elliot presented the latest draft to the

Tourism Promotion Grant Fund. Edits were made to limit application amounts to $7,500, a cap of $10 per room night projected for an event and some typographical clarifications. Motion by Wylie, second by Kuderski to approve the draft application form. Elliot will email it to Regetz.

E. Investment vision for retained funds – No discussion held.

VII. Invoices: Engage Franklin share of Hotel Taxes, July, $31,413.53 – This item is just for information as the invoice was approved by the Chair, under the DMO agreement with EF, and payment sent to EF.

VIII. Next meeting – Tuesday, October 27. Bill Elliot will give a presentation of how the tourism tax is supposed to work from his role as the Executive Director of the Wisconsin Hotel And Lodging Association.

IX. Adjournment