



## Minutes of the Tourism Commission

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

Wednesday, August 15, 2018 – 6:00 p.m.

Members Present		Others Present	
Randy Grass	x	Amy Schermetzler (Chair)	x
Shaun Marefka	x	Mark Wylie	x
Lance Schaefer	x		

- I. The meeting of the Tourism Commission was called to order by Chair Schermetzler at 6:00 P.M.
- II. The floor was opened for citizen comment at 6:02 p.m. and closed at 6:02 p.m. There were no citizens present.
- III. Grass moved, supported by Wylie, to accept the minutes of the July 18th, 2018 meeting. Motion carried unanimously.
- IV. Berg gave a brief update on Community Branding, confirming five presenters for the concurrent meeting coming up on August 20<sup>th</sup>.
- V. Berg introduced David Spiegelberg with the Wisconsin Department of Tourism. Spiegelberg gave a detailed presentation on tools available for Tourism Commissions that fit into two general categories – marketing assistance and tourism programs. Spiegelberg will provide pricing information for each of their tools and the Tourism Commission will review options at the September meeting and start putting together an action plan for 2019.
- VI. Under Commission Comments, commissioners directed Berg to create a presence for Franklin on the Travel Wisconsin website.
- VII. Next Meeting Dates
  - A. August 20<sup>th</sup>, 2018 – Marketing Firm Presentations, Concurrent with Tourism Commission.
  - B. September 19<sup>th</sup>, 2018 – Next regularly scheduled meeting of the Tourism Commission.
- VIII. Schermetzler adjourned the meeting at 7:07 p.m.