



Minutes of the Tourism Commission

Franklin City Hall Hearing Room

9229 W. Loomis Road, Franklin, Wisconsin

Wednesday, January 16, 2019 – 6:00 p.m.

| Members Present | | | | Others Present | |
|-----------------|---|------------------|---|--|--|
| Randy Grass | x | Amy Schermetzler | x | Calli Berg, Dir of Economic Development | |
| Shaun Marefka | | Mark Wylie | | Barbara Wesener, South Suburban Chamber | |
| Lance Schaefer | x | | | Mary Carstensen, Franklin Park Concert Committee | |
| | | | | Leroy Lewendowski | |

- 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 6:01 p.m. and closed at 6:07 p.m.
- III. Brenda Dodge, Executive Director of Forte Theater Company presented information on the history and status of the theater and their desire to purchase and renovate the old hardware store on St. Martin's Road. Commission members and the public present opined on other possible locations for the theater and were educated on the path that the theater has taken to arrive at its decision to pursue this location.
- IV. Grass moved, supported by Schaefer, to accept the minutes of the December 4th, 2018 meeting. Motion carried unanimously.
- V. Berg provided the Commission with an update on the branding process. 191 surveys were completed at the time of the meeting with more anticipated prior to the closing date of January 25th. Invitations to take the survey were placed at the Clerk's Office, Planning Department Window, and Community Room in City Hall, at the Library, and at the Post Office and links were share on the city website and via Facebook.
- VI. The Commission reviewed several co-op advertising and marketing programs available to eligible tourism-based businesses in Wisconsin through the state Tourism Department. Discussion ensued regarding the possibility of creating a matching grant program to assist eligible Franklin businesses who wish to participate in these state co-op programs. Berg will craft a rough draft of what this program may look like and Schermetzler will prepare a final draft to present at a future Tourism Commission meeting for review and consideration.
- VII. Grass suggested that the Tourism Commission has an opportunity for marketing and community outreach by becoming the volunteer t-shirt sponsor for the Civic Celebration. This sponsorship would include Tourism Commission representation on the shirts with the anticipated new City logo. Schermetzler tabled the idea until all members could be present to consider.
- VIII. There were no Director's Updates
- IX. There were no vouchers approved.
- X. The next regularly scheduled meeting of the Tourism Commission is February 20th and Berg informed members that they would be asked to convene with the Economic Development Commission before then to select two brands for presentation to City Council.
- XI. Grass moved, supported by Schaefer, to adjourn the meeting at 7:02 p.m.