



**Minutes of the Special Meeting of the Economic Development Commission
(Concurrent with City of Franklin Tourism Commission)
Franklin City Hall Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin
Wednesday, July 18, 2018 – 6:00 p.m.**

Members Present				Others Present
Barber, Alderman	x	Goetsch,		Calli Berg, Dir of Economic Development
Bobowski, Steve	x	Litynski,	x	
Cool, Matt	x	Soto, Mike	x	
Dausman, Paul (Chair)	x			

- I. The meeting of the Franklin Economic Development Commission (EDC) was called to order by Chairman Dausman at 6:00 P.M., followed by call to order of the Tourism Commission members in order to begin the Concurrent meeting of the EDC and the Tourism Commission.
- II. The floor was opened for citizen comment at 6:05 p.m. and closed at 6:05 p.m. There were no public comments.
- III. The Tourism Commission approved their minutes. Barber moved, supported by Bobowski, to accept the minutes of the June 26th, 2018 meeting. Motion carried unanimously.
- IV. Berg presented the EDC and Tourism Commission with the option to carry her business cards with the name, commission, contact information, and the title "Citizen Member" on the back. EDC members Bobowski and Dausman requested cards. Tourism Commission members Marefka and Schermetzler (via email post-meeting) requested cards.
- V. Branding Campaign for the City of Franklin. This portion of the meeting took place with all members of both the EDC and Tourism Commissions that were present at the meeting. Each member introduced themselves and shared their thoughts on what they think of when they hear Franklin. The two commissions agreed that they would like the three firms that responded to the RFQ to present at a future concurrent meeting, tentatively scheduled for August 20th. Information requested include agency capabilities, branding budget, process (research tools, community discovery, etc.) and timeline for presenting final concepts should they be hired.
- VI. Both commissions requested that Berg provide updated budgets.
- VII. The Tourism Commission adjourned and all members left the Hearing Room. The EDC continued to meet to discuss the Business Appreciation event. General discussion around location took place with no action taken.
- VIII. Next Meeting Dates
 - A. August 20th, 2018 – Marketing Firm Presentations, Concurrent with Tourism Commission.
 - B. August 27th, 2018 – Next regularly scheduled meeting of the EDC
- IX. Barber moved, supported by Bobowski, to adjourn the meeting at 7:30 p.m. Motion carried unanimously.