



**Minutes of the Tourism Commission
(Concurrent with City of Franklin Economic Development Commission)**

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

Wednesday, July 18, 2018 – 6:00 p.m.

Members Present			Others Present	
Randy Grass	x	Amy Schermetzler (Chair)		Calli Berg, Dir of Economic Development
Shaun Marefka	x	Mark Wylie	x	
Lance Schaefer	x		x	

- I. The meeting of the Tourism Commission was called to order by acting Chair Wylie at 6:01 P.M., following the call to order of the Franklin Economic Development Commission (EDC) in order to begin the Concurrent meeting of the EDC and the Tourism Commission.
- II. Berg introduced herself to the Tourism Commission.
- III. The floor was opened for citizen comment at 6:05 p.m. and closed at 6:05 p.m. There were no public comments.
- IV. Marefka moved, supported by Grass, to accept the minutes of the May16th, 2018 meeting. Motion carried unanimously. The EDC then approved their minutes.
- V. 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.
- VI. 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.
- VII. Both commissions requested that Berg provide updated budgets.
- VIII. Next Meeting Dates
 - A. August 20th, 2018 – Marketing Firm Presentations, Concurrent with Tourism Commission.
 - B. August 15th, 2018 – Next regularly scheduled meeting of the Tourism Commission.
- IX. Wylie adjourned the meeting at 7:15 p.m.