



Minutes of the Tourism Commission

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

Wednesday, October 17, 2018 – 6:30 p.m.

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

- I. The meeting of the Tourism Commission was called to order by Chair Schermetzler at 6:30 P.M.
- II. The floor was opened for citizen comment at 6:31 p.m. and closed at 6:32 p.m. There were no citizen comments.
- III. Wylie moved, supported by Grass, to accept the minutes of the September 19th, 2018 meeting. Motion carried unanimously.
- IV. Chair Schermetzler led the commission on a discussion concerning next steps in branding initiative. No decisions were made.
- V. Berg reviewed the tourism asset inventory results from the session led by David Spiegelberg at the last Tourism Commission meeting. Members were asked to review the inventory and be prepared to add any assets missed at future meetings.
- VI. Grass moved, supported by Schaefer, to adjourn the meeting at 7:18 p.m. Motion carried.