



## Minutes of the Tourism Commission

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

Wednesday, September 5, 2018 – 6:00 p.m.

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

- I. The meeting of the Tourism Commission was called to order by Chair Schermetzler at 6:01 P.M.
- II. The floor was opened for citizen comment at 6:01 p.m. and closed at 6:01 p.m. There were no citizens present.
- III. Grass moved, supported by Wylie, to accept the minutes of the August 20th, 2018 meeting. Motion carried unanimously.
- IV. Members of the Tourism Commission discussed the merits of the four marketing firms under consideration for community and tourism branding with the members of the EDC. The Commissions narrowed down their selection to Thiel Brand Design and Noise but were unable to reach consensus. EDC member Litynski offered to put together a scope of work proposal to give to both firms in order to be able to directly compare their plans and costs. Berg will send the proposal to both firms and share the responses with the two commissions, who will reconvene on October 22<sup>nd</sup>. Upon review of both proposals, the commissions will let Berg know individually if they would like the firms to attend that meeting in person or if they are prepared to make a decision and Berg will schedule the meeting accordingly.
- V. Next Meeting Dates
  - A. October 17th, 2018 – October regularly scheduled meeting of the Tourism Commission.
  - B. October 22nd, 2018 – Concurrent meeting with EDC to select marketing firm.
- VI. Wylie moved, supported by Grass, to adjourn the meeting at 7:03 p.m. Motion carried.