



Minutes of the Tourism Commission
Franklin City Hall Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
Wednesday, July 17, 2019 – 6:00 p.m.

Members Present		Others Present
Ann Adamski	x	Randy Grass – Ad Hoc Member
Shaun Marefka (Vice Chair)	x	Barbara Wesener – Ad Hoc Member
Lance Schaefer	x	Representatives from THIEL Brand Design
Amy Schermetzler (Chair)	x	Calli Berg, Dir of Economic Development
Mark Wylie (Secretary / Treasurer)	x	

- 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 6:01 p.m.
- III. Wylie moved, supported by Adamski, to accept the minutes of the June 19th, 2019 meeting. Motion carried unanimously.
- IV. THIEL Brand Design presented the framework for a tourism website along with the estimated cost of \$25,200. Schermetzler moved, supported by Wylie, to approve the contract with an up-front payment of \$7,260. Motion carried.
- V. Berg provided updates on Roc Ventures Co-Op Advertising, CGI Video Project, and Branding.
- VI. Schermetzler moved, supported by Wylie, to pay the increased price for the Civic Celebration t-shirts from the originally approved amount of up to \$3,000 to the total actual amount of \$3,579.65. Motion carried unanimously.
- VII. Berg provided an update on efforts to reach decision-makers at the Democratic National Convention Committee.
- VIII. Wylie provided feedback on the Wisconsin Department of Tourism Co-op Advertising Program and indicated that Grass had taken the flyer to several eligible businesses and that there did not seem to be much interest. Wylie suggested another approach, such as a mailer, might be more beneficial for promoting the program. No action was taken.
- IX. Schermetzler moved, moved by Adamski, to approve payment of \$3,200 for all the raw drone footage taken by THIEL Brand Design on the 4th of July as well as a finished video incorporating the best of the footage to be used on the website. Motion carried unanimously.
- X. Discussion on the Southwestern Suburban Symphony was tabled.
- XI. Schermetzler moved, supported by Wylie, to pay the monthly bills. Motion carried.
- XII. Strategic Planning is July 18, 2019 and the next regularly scheduled meeting of the Tourism Commission is August 21st, 2019.
- XIII. The meeting adjourned at 8:15 p.m.