



Approved 12/12/2019

**Minutes of the Tourism Commission**  
**Franklin City Hall Inspections Conference Room**  
**9229 W. Loomis Road, Franklin, Wisconsin**  
**Wednesday, October 16, 2019 – 6:00 p.m.**

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

- 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 6:00 p.m. and closed at 6:01 p.m.
- III. Wylie moved, supported by Adamski, to accept the minutes of the August 21st, 2019 meeting. Motion carried unanimously.
- IV. Schermetzler moved, supported by Wylie, to adopt the 2020 budget as presented. Motion carried.
- V. The Commission asked Berg to share job descriptions from the City of Franklin Human Resources department with them commission for consideration and discussion at the next meeting.
- VI. The Commission discussed how to get John McGivern to do an Around the Corner segment on Franklin.
- VII. Schermetzler moved, supported by Wylie, to secure CelebrateFranklin and VisitFranklinWi domain names. Motion carried.
- VIII. Schermetzler moved, supported by Adamski, to spend 50% of total cost, up to \$2,000, to continue placing an ad in the South Suburban Chamber Visitors Guide for 2020, in partnership with the Economic Development Commission. Motion carried.
- IX. There was no update on Roc Ventures Co-Op Advertising.
- X. There was no update on the Democratic National Conventions.
- XI. There was no update on the CGI Video Project as this project has now been completed.
- XII. There was no update on the Branding initiative.
- XIII. Berg shared with the Commission that Forte Theater Company would be using the Saber Center for the 2020 season.
- XIV. The Commission discussed strategies for addressing requests for assistance and agreed that everyone should look for samples/ideas to bring to the next meeting for further discussion.
- XV. Schermetzler moved, supported by Adamski, to pay the monthly bills. Motion carried.
- XVI. The next regularly scheduled meeting will be on November 20<sup>th</sup>, 2019..
- XVII. Schermetzler moved, supported by Wylie, to adjourn the meeting at 6:52 p.m. Motion carried.