

Minutes of the Meeting of the Tourism Commission
Franklin City Council Chambers, 9229 W. Loomis Road, Franklin, Wisconsin
July 15, 2020 – 7:00 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	
Amy Schermetzler (Chair)	x	
Mark Wylie (Secretary / Treasurer)		

- I. The meeting of the Tourism Commission was called to order by Chair Schermetzler at 7:00 p.m.
- II. The floor was opened for citizen comment and closed at 7:01 p.m.
- III. Schaefer moved, supported by Adamski, to approve the minutes from the June 17th, 2020 meeting. Motion carried.
- IV. Adamski moved, supported by Marefka, to approve the minutes from the June 24th, 2020 meeting. Motion carried.
- V. Adamski moved, supported by Marefka, to approve the minutes from the July 1st, 2020 meeting. Motion carried.
- VI. Adamski moved, supported by Marefka, to approve the minutes from the July 8th, 2020 meeting. Motion carried.
- VII. The commission chose to delay consideration on recent funding requests from Forte Theatre Company and Southwestern Suburban Symphony until the impact and timeline of the pandemic is better understood and until the Engage Franklin organizational creation is completed.
- VIII. Schaefer provided an update on the Franklin lodging industry. Occupancy rates will remain down through the remainder of 2020. Many events have been rescheduled to 2021 and that anticipated occupancy combined with the expectation that there will be a coronavirus vaccine, Schaefer expects occupancy rates to increase significantly in 2021.
- IX. Members responded to the Finance Committee’s request for feedback on the idea of increasing room tax from 6% to 8%. Schaefer moved, supported by Adamski, that the commission does not object to an increase in room tax collected by the City of Franklin from 6% to 8%; however, the timing is questionable given the current pandemic and economic climate.
- X. Berg provided an update on the banners, gateway signs, and city hall electronic sign. Since selecting the locations for the signs, the DPW invested in repairs and maintenance of four signs slated for replacement and Berg offered that the commission could have the DPW place those four refurbished signs in additional locations and members felt that was counter intuitive to the new city branding process. Berg and Schermetzler to discuss with City Engineer and Mayor.
- XI. Marefka updated the commission on Engage Franklin activities. Marefka moved, supported by Adamski, to post the position for Director of Tourism. Motion carried. Image 360 will review the space for the Visitors Center in the ROC Ventures office building lobby and present concepts for commission consideration at the next meeting.
- XII. Berg informed the commission that if two or more members of the commission participate in the interview process for the new director, there would have to be a publicly noticed meeting and the interviews could take place in closed session.
- XIII. Marefka moved, supported by Schaefer, to approve the two-year web hosting expense of \$575.52. Motion carried.
- XIV. The Commission agreed to continue 7:30 a.m. special meetings on Wednesday mornings until the next regularly scheduled meeting.
- XV. Adamski moved, supported by Schaefer, to adjourn the meeting at 8:29 p.m.