

Minutes of the Meeting of the Tourism Commission
Franklin City Hall Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
June 17, 2020 – 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	
Amy Schermetzler (Chair)		
Mark Wylie (Secretary / Treasurer)	x	

- I. The meeting of the Tourism Commission was called to order by Vice Chair Marefka at 6:00 p.m.
- II. The floor was opened for citizen comment and closed at 6:02 p.m.
- III. Wylie moved, supported by Schaefer, to approve the minutes from the May 20th, 2020 meeting. Motion carried.
- IV. Wylie moved, supported by Schaefer, to approve the minutes from the May 27th, 2020 meeting. Motion carried.
- V. Wylie moved, supported by Schaefer, to approve the minutes from the June 3rd, 2020 meeting. Motion carried.
- VI. Schaefer moved, supported by Wylie, to approve the minutes from the June 10th, 2020 meeting. Motion carried.
- VII. Brenda and Randall Dodge with the Forte Theatre Company presented an update on current activities and needs for funding.
- VIII. Shaefer provided an update on the Franklin lodging industry. Currently at 35% occupancy, with the trend for improvement continuing. Fall should be strong with hopes of reaching 50% occupancy. Extended stay properties are generally faring better than other properties.
- IX. Berg shared that the Finance Committee is exploring the concept of increasing the room tax from 6% to 8%. Members felt the idea had merit yet expressed concerns about over-pricing Franklin room rates. Berg will gather information on what surrounding communities are doing and share with the Commission prior to the next meeting to advance the discussion.
- X. Marefka updated the Commission on Engage Franklin activities. The Franklin Field signage is in process – vertical signs are partially installed and will be completed before the July 3rd opener. The turf change is also in process. Discussion have been taking place regarding the visitors center, the agreement with ROC Ventures, staffing, and appropriate activities or promotion for the home opener but no decisions have been made.
- XI. Bids are out for the gateways signs and the electronic city hall sign. Berg to coordinate with Olympus on banners.
- XII. The Democratic National Convention continues to scale down, limiting opportunities. Berg will continue to work with the South Suburban Chamber and the Oak Creek Tourism Commission on marketing efforts.
- XIII. The Commission agreed to continue 7:30 a.m. special meetings on Wednesday mornings until the next regularly scheduled meeting.
- XIV. Marefka adjourned the meeting at 7:47 p.m.