

Minutes of the Special Meeting of the Tourism Commission
Franklin City Hall Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
June 3, 2020 – 7:30 a.m.

Members Present		Others Present
Ann Adamski	x	Randy Grass – Ad Hoc Member
Shaun Marefka (Vice Chair)	x	
Lance Schaefer	x	Mike and Joe Zimmerman, ROC Ventures
Amy Schermetzler (Chair)	x	Alderwoman Kristen Wilhelm
Mark Wylie (Secretary / Treasurer)	x	Calli Berg, Director of Economic Development

- I. The meeting of the Tourism Commission was called to order by Chair Schermetzler at 7:30 a.m.
- II. The floor was opened for citizen comment at 7:31 a.m. Alderwoman Wilhelm expressed her frustration for trying to get things done in her district and her concern about bids for gateway signs and an electronic sign for city hall happening before other projects in her district. The commission expressed their frustrations at trying to advance goals and projects as citizen volunteers. The public comment period closed at 7:41 a.m.
- III. Schaefer gave the commission an update on the impact of the pandemic on the lodging industry.
- IV. Berg spoke with the City Finance Department for ideas on how to convey the Tourism Commission’s \$150,000 annual commitment to ROC Ventures, particularly if the Commission does not receive enough room tax revenue to fulfill the \$150,000 annual commitment in any given year. One suggestion would be to base current year’s contribution on prior years revenue. Berg stated that the agreement with ROC Ventures should also have language to allow for a sliding scale annual contribution in the event of reduced revenues. No decisions were made.
- V. Schermetzler moved, supported by Wylie, to appoint Marefka as the commission representative to work out the details of the agreement with ROC Ventures and to report back to the commission for updates and decisions. Motion carried.
- VI. ROC Ventures shared that they were ready to get stadium signs into production soon and summarized the three assets that would be branded for the tourism initiative:
 - a. The name of the initiative and the Visitor’s Center
 - b. The name of the entire development currently referred to as Ballpark Commons
 - c. The name of the stadium

Schermetzler moved, supported by Adamski, to name the stadium Franklin Field. Motion carried. Upon further discussion, naming the other two assets was tabled.
- VII. Schermetzler asked Berg to add staffing to the next agenda.
- VIII. The next meeting of the Commission will be a special meeting to continue discussions on the tourism initiative on June 10rd at 7:30 a.m.
- IX. Schermetzler adjourned the meeting at 8:35 a.m.