



Approved 6/17/2020

Minutes of the Special Meeting of the Tourism Commission
Franklin City Hall Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
June 10, 2020 – 7:30 a.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		
Amy Schermetzler (Chair)	x	Joe Zimmerman, ROC Ventures
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. and closed at 7:31 with no comments.
- III. The lodging industry update was table by Schermetzler.
- IV. Marefka moved, supported by Wylie, to use ‘Engage Franklin’ to identify and brand the visitors center and tourism initiative in partnership with ROC Ventures. Motion carried.
- V. Marefka shared draft images of the new Franklin Field signs that will go on the field and in the ticketing area. Schermetzler moved, seconded by Wylie, to approve the signage. Motion carried.
- VI. The commission discussed several potential names for Ballpark Commons, including Franklin Yards, Franklin Home, and Franklin Commons. No decision was made.
- VII. The commission discussed staffing and Berg will send job descriptions to Joe Zimmerman, who will craft a draft for review at the next meeting.
- VIII. Schermetzler instructed Berg to add planning a launch event to announce Engage Franklin to the next agenda.
- IX. The next meeting of the Commission will be the regular meeting on June 17th at 6:00 p.m.
- X. Schermetzler adjourned the meeting at 8:16 a.m.