

Minutes of the Meeting of the Franklin Tourism Commission
Lower Level Conference Room, 9229 W. Loomis Road, Franklin, Wisconsin
April 28, 2021 – 4:00 p.m.

Members Present		Others Present
Shaun Marefka (Chair)		Barbara Wesener- Ad Hoc Member
Lance Schaefer (Vice Chair)	x	Calli Berg- Director of Economic Development
Ed Holpfer	x	Cari Greving- Director of Tourism
Mark Wylie (Secretary / Treasurer)	x	
Vacancy		

- I. The meeting of the Tourism Commission was called to order by Vice Chair Schaefer at 4:05pm.
- II. The floor was opened for citizen comment at 4:05 p.m. and closed at 4:05 p.m.
- III. Member Holpfer moved, supported by Member Wylie, to approve the March 17, 2021 Meeting Minutes.
- IV. Director Greving provided an update on the Naming Rights Agreement for Franklin Field. The Agreement is signed and the check will be delivered on May 5, 2021.
- V. Director Berg told the Commission that banner installation will begin at the end of the week and take a couple days to complete.
- VI. Director Greving requested a meeting with Chair Marefka regarding Engage Franklin Visitor Center planning.
- VII. Member Wylie moved, seconded by Member Holpfer, to have Director Greving enter into discussion with the Franklin Park Concert Committee regarding Engage Franklin’s support via monetary funds or purchasing a booth at the season-long event. Director Greving will also find the previous document created for local sponsorship for the Franklin Tourism Commission.
- VIII. Director Greving updated the Commission on the status of Engage Franklin. She is currently Working on the Articles of Incorporation and the By-laws. Member Holpfer requested Director Greving show the Commission both documents when completed. Director Greving agreed.
- IX. Director Greving updated the Commission on the transfer of current website domains to the new Engagefranklin.com site. In progress.
- X. Director Greving began a discussion about filling the vacancy on the Commission. Discussion ensued. Director Greving to find out the number of allowed ad-hoc members.
- XI. Member Wylie moved to approve the voucher for the Franklin Field Naming Rights, Holpfer seconded. Member Wylie moved to approve the voucher for Quarles & Brady, Holpfer seconded.
- XII. The next regular meeting of the Tourism Commission will be May 20, 2021 at 6:00 p.m.
- XIII. Member Wylie moved, supported by Vice Chair Schaefer, to adjourn the meeting at 4:34 p.m.