

**Minutes of the Meeting of the Tourism Commission**  
**Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin**  
**December 21, 2022 – 6:00 p.m.**

Members Present		Others Present
Ed Holpfer	x	
Shaun Marefka (Chair)	x	Barbara Wesener – Ad Hoc Member
Lance Schaefer (Vice Chair)		John Regetz – Economic Development Director
Mark Wylie (Secretary / Treasurer)	x	
Jeff Kuderski	x	

- I. CALLED TO ORDER - The meeting of the Tourism Commission was called to order by Chairman Marefka at 6:03 p.m.
- II. CITIZEN COMMENT - The floor was opened for citizen comment at 6:04 p.m. and closed at 6:05 p.m.
- III. DRAFT MINUES APPROVAL, NOVEMBER 16, 2022 MEETING – Motion by Holpfer, second by Kuderski, to approve minutes of the 11/16/22 meeting. Motion carried
- IV. FRANKLIN FIELD UPDATE – As directed by the Commission, Commissioner Wylie met with the Franklin Field/Milkmen leadership and had a good meeting. Proceeds of that meeting to be discussed in closed session.
- V. CARL COLLECTIVE PRESENTATION - Erik Brooks presented Carl Collective’s marketing proposal.
- VI. CLOSED SESSION - CONVERSATION ENGAGE FRANKLIN AND CARL COLLECTIVE – Motion by Holpfer, second by Wylie, to enter closed session pursuant to Wis. Stat. & 19.85 (1) (e), to deliberate upon the Franklin Field Naming Rights Agreement between the Franklin Tourism Commission and Milwaukee Milkmen Baseball, LLC, effective July 1, 2020, and a proposed Tourism Entity Agreement between the Franklin Tourism Commission and Engage Franklin, the negotiation of provisions and terms and the investing of public funds in relation thereto, for competitive or bargaining reasons, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.
- VII. VOTE TO CONTRIBUTE TO ENGAGE FRANKLIN AND/OR CARL COLLECTIVE – upon reentering open session motion by Kuderski, second by Wylie, to contract with Carl Collective to define market research for Franklin tourism in an amount not to exceed \$15,000. Motion carried.  
 Discussion will be conducted with Engage Franklin to answer some remaining questions regarding its proposed contract for tourism promotion and development.
- VIII. FRANKLIN PARK CONCERTS CONTRIBUTION – A written monetary contribution request was presented. The Commission has previously donated to Franklin Park Concerts. Motion by Holpfer, second by Wylie to donate \$500. Motion approved
- IX. VOUCHER APPROVALS – none.
- X. NEXT MEETING - The next regular meeting of the Tourism Commission will be held on January 23, 2023 at 6:00 p.m.
- XI. ADJOURNMENT - Motion by Holpfer, second by Wylie, to adjourn the meeting. Meeting adjourned.