



## Minutes of the Meeting of the Tourism Commission

Lower Level Conference Room, 9229 W. Loomis Road, Franklin, Wisconsin

November 16, 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	Laura Nelson – Engage Franklin Executive Director
Jeff Kuderski	x	Joe Zimmerman – ROC Ventures

- I. CALLED TO ORDER - The meeting of the Tourism Commission was called to order by Chairman Marefka at 6:10 p.m.
- II. CITIZEN COMMENT - The floor was opened for citizen comment at 6:11 p.m. and closed at 6:12 p.m.
- III. TOURISM BUDGET REFRESHER – Chairman Marefka reviewed the 2023 Tourism Commission budget approved at the November 2, special meeting. He noted that \$100,000 was budgeted, possibly for Engage Franklin tourism promotion and services, ending with a \$149,549 year-end reserve that can pay for future services.
- IV. ENGAGE FRANKLIN PRESENTATION, Laura Nelson, Executive Director - Ms. Nelson informed the Commission that Engage Franklin has activated its 504-C3 status, is currently funded by ROC ventures and presented the non-profit’s plans to promote tourism in Franklin. The Commission, Ms. Nelson and Mr. Zimmerman discussed funding potential, possible deliverables, metrics and agreement structure. Ms. Nelson will send Engage Franklin’s by laws to the Commission. The commission will review the current Franklin Field naming rights agreement in light of a potential agreement with Engage Franklin.
- V. CARL COLLECTIVE PRESENTATION, Erik Brooks – Postponed to December due to unexpected unavailability.
- VI. FRANKLIN FIELD AGREEMENT CONVERSATION – the Commission reviewed the current agreement with the Milwaukee Milkmen (ROC Ventures) and wanted to revisit items 4.1 through 4.4 and 9 in light of a potential Engage
- VII. VOUCHER APPROVALS – Marefka submitted the \$150,000 invoice from the Milwaukee Milkmen for the annual Franklin Field naming rights agreement. Motion by Alderman Holpfer, second by Wylie to approve the invoice. Motion carried, Regetz to submit for payment.
- VIII. NEXT MEETING - The next regular meeting of the Tourism Commission will be held on December 21, 2022 at 6:00 p.m. and will include the Carl Collective Presentation, Franklin Field agreement and the potential Engage Franklin agreement.
- IX. ADJOURNMENT - Motion by Wylie, second by Holpfer, to adjourn the meeting. Meeting adjourned at 7:37 p.m.