

**Minutes of the Meeting of the Tourism Commission**  
**Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin**  
**August 16, 2023 – 6:00 p.m.**

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

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission was called to order by Chairman Schaefer at 6:00 p.m.
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:01 p.m. Citizen Comment Period closed at 6:01 p.m.
- III. Draft Minutes Approval, July 19, 2023 Meeting – Motion by Wylie, second by Wesener to approve. Motion carried.  
  
 (An agenda order amendment was made to reverse items IV and V, which proceeded as follows:)
- IV. Budget Process – new Finance Director, Danielle Brown, to the extent of her recently gained knowledge, informed the Commission of how the room tax is generated and distributed. Hotel Room taxes are the bulk of income to the Tourism Commission (TC). Room taxes go into the City General Fund until the sum of \$151,000 is reached, after that they are transferred to the Tourism Commission. Funds received in the first quarter of each year are typically receipts from the last quarter of the previous year. A resulting example is in the first and second quarter of 2023 no room taxes were received by the Tourism Commission. The bulk of funds are received in the last quarter of the year. Year-end 2022TC assets equaled \$394,123 and are projected to be approximately \$200,000 at YE 2023. Brown is pursuing collections from delinquent hotels and B’NBs. Brown offered to have monthly revenue & expense and balance sheet reports will be provided to Director Regetz for the Tourism Commission.
- V. Engage Franklin Contract – Laura Nelson gave an update on Engage Franklin’s (EF) activities. Three bids for events from the Sports Show have been submitted and are in negotiations – Turf Wars, Qui Ball (field Quidditch) and Mud Girls. Website development is progressing, which starts with calendar development, and videos including Franklin businesses. The Savana Banana’s will be at Franklin Field on September 8&9; EF visitor bags were handed out at the All-Star Game; Visit MKE is organizing a fam tour and is hosting EF; ROC’s Enchant Christmas is conducting vendor recruitment; EF is attending an RNC partner trade fair to attract ancillary meetings and events.  
  
 Motion by Wesener, second by Wylie to enter into closed session. Motion carried.  
 The Tourism Commission may 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.  
  
 Motion by Holpfer, second by Wesener, to enter back into open session. Motion carried. Commissioners and staff will continue negotiations.
- VI. Voucher Approvals – Motion by Wylie, second by Kuderski, to approve Carl Collective’s \$7,500 invoice, for the second invoice of the Visitor Market R&D Project. Motion approved.
- VII. Next meeting
- VIII. Adjournment.