

Minutes of the Special Meeting of the Tourism Commission
Council Chambers, 9229 W. Loomis Road, Franklin, Wisconsin
March 27, 2023 – 6:00 p.m.

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

- I. Call to Order and Roll Call - The special meeting of the Franklin Tourism Commission was called to order by Chairman Marefka at 6:03 p.m.
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:04 p.m. and closed at 6:05 p.m., there being no commentary offered.
- III. Engage Franklin Promotional Services Menu – Laura Nelson
 - a. Strategic Action Planning – Nelson summarized the Engage Franklin strategic planning session, held on March 20 and 21, which had a wide range of shared viewpoints for the future of Franklin tourism. The facilitator did a great job. Commissioner Wylie related that the Engage Franklin Board prioritized the following tasks for the organization: 1) Complete tourism promotion services agreement with the Commission; 2) Establish a functioning website; 3) Change perception that Engage Franklin is a ROC Ventures entity; 4) Participate in the ETA Symposium
 - b. Sports ETA Symposium – The deadline to register is April 16, and the event date is May 8th through May 11. A variety of events looking for venues will participate. Oak Creek is interested in attending and will cost share participation as they need Franklin events and Franklin needs Oak Creek’s hotel rooms to host them. The Commission asked questions about event targeting and materials preparation. There will be shared collateral (specialized tri-fold) with Oak Creek, scripts and story boards.
- IV. Closed Session- Engage Franklin Proposal Conversation - – Motion by Wylie, second by Holpfer, 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. Motion approved.
- V. Vote to Approve Funding Specific Engage Franklin Promotional Services Menu Item(s)
 Chairman Marefka called the meeting back into session. Motion by Commissioner Wylie, second by Commissioner Schaefer, to pay Engage Franklin \$75,000 for tourism marketing services, approved January 23,2023 as follows: \$35,000 for calendar quarters 1 and 2 of 2023, payable immediately; \$20,000 in quarter 3, upon performance review; and \$20,000 in quarter 4, upon performance review. Motion passed.
- VI. Voucher Approvals. No vouchers submitted.
- VII. Next meeting. Motion by Kuderski, second by Holpfer, to hold the next meeting at 6:00 pm, April 19, 2023. Motion Passed.
- VIII. Adjournment. Motion by Wylie, second by Holpfer to adjourn. Motion passed.