

**Minutes of the Meeting of the Tourism Commission**  
**Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin**  
**November 15, 2023 – 6:00 p.m.**

Members Present		Others Present
Ed Holpfer	x	
Jeff Kuderski (Vice Chair)	x	
Lance Schaefer (Vice Chair)	x	John Regetz – Economic Development Director
Mark Wylie (Secretary / Treasurer)		
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 6:06 p.m.
  - a. Pledge of Allegiance – 6:07 p.m.
  
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:08 p.m. Citizen Comment Period closed at 6:08 p.m.
  
- III. Draft Minutes Approval, October 18, 2023 Meeting – *Next Meeting date corrected to November 15.* Motion by Holpfer, second by Wesener to approve as corrected. Motion carried.
  
- IV. Reports
  - a. Engage Franklin – Executive Director Laura Nelson announced she has accepted a position with Visit Milwaukee, starting November 27 and will continue to work 20 to 25 hours/week for Engage Franklin (EF) until a new Executive Director assimilates into the position. They both will be 1099 employees, as is now the case. Nelson would like to follow up on the hotel tax split based on the updated \$500,300 hotel tax projection. Director Regetz indicated funds would increase proportionately. The Engage Franklin website, visitor guides and hand-out bags will be a priority for deliverables. Developing Engage Franklin is a passion of Laura’s and she will be available to help the Commission when needed. Nelson then reviewed Engage Franklin’s budget and a couple minor edits were made.
  - b. Banners – As directed at the October meeting, Regetz retrieved cost information regarding the banner project in the 2024 budget. Banners need to be totally restocked and the cost was approximately \$14,000 in 2021. The 2023 banner project budget is \$15,000 and could be used to stock banners, then the 2024 budget could be used to purchase new spring-mounted brackets and installation. Regetz will get a quote for the December 13, meeting.
  - c. Common Council Report – Chairman Schaefer reported the Commission’s report to the Franklin City Common Council went well – the Council was very interested in the activities of Engage Franklin and the Carl Collective research the Commission commissioned. The Alderpersons were personally involved with many of the visitor resources in the community. Schaefer commended Nelson and Regetz for being thorough, informative and insightful.
  
- V. Unfinished Business – Nelson to send DMO Agreement and Engage Franklin By-Laws to Regetz.
  
- VI. New Business – no new business was presented
  
- VII. Potential Activities for the Tourism Commission – Alderman Holpfer observed the Franklin Public Schools operate parks & rec. for the community and wondered if they would do that for the upcoming Poths & Vitalogy projects? Should the Commission be involved – its not tourism, but maybe they could partner. Surveys could be done with neighboring towns for best practices. Chair Schaefer wants the Commission to



support events of Engage Franklin, whom will handle promotion and volunteer components, as well as possibly helping with parks & rec. A previously used request form should be retrieved for the next meeting. Commissioner Wesener restated that the City needs a communications director.

- VIII. Voucher Approvals – Motion by Wesener, second by Kuderski to approve the final 2023 naming rights agreement payment in the amount of \$30,000, if not already payable under the City purchase order. Motion carried.
- IX. Next meeting – December 13, 6:00 p.m.
- X. Adjournment – Motion by Holpfer, second by Wesener, to adjourn. Motion carried