

**Minutes of the Meeting of the Tourism Commission**  
**Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin**  
**October 18, 2023 – 6:00 p.m.**

Members Present		Others Present
Ed Holpfer	x	
Jeff Kuderski (Vice Chair)		
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, September 20, 2023 Meeting – Motion by Holpfer, second by Wesener to approve. Motion carried.
- IV. Engage Franklin Update, Mark Wylie – The DMO agreement with Engage Franklin was signed and they are working with the Milwaukee Milkmen to revise the Naming Rights Agreement. Mark & Laura went to the WI Hotel & Lodging Association Engage Franklin’s naming to describe the formation of the process.
- V. Consideration of Budget Approval – Some headings changed, but the budget numbers are the same and any changes were highlighted. A highlighted version was presented to the Commission. Updates on Banner development will be presented to the Commission. Motion by Wesener, second by Wylie, to approve the 2024 budget as presented. Motion approved.
- VI. Standard agenda structure to include New Business, other items, or whole structure – The Commission reviewed and edited the agenda structure. Motion by Wylie, second by Wesener to approve the revised agenda format.
- VII. Voucher Approvals – Quarles legal services \$1,155 for the reviewing the DMO agreement with Engage Franklin and the Naming Rights Agreement. Motion by Wylie, second by Wesener to approve the bill.
- VIII. Next meeting – **November 15, 6:00 p.m.**
- IX. Adjournment. - Motion by Wylie, second by Wesener to adjourn. Motion Carried.

\*Notice is given that a majority of the Common Council may attend this meeting to gather information about an Agenda item over which they have decision making responsibility. This may constitute a meeting of the Council per State ex rel. Badke v. Greendale Village Board, even though the Common Council will not take formal action at this meeting. Notice is also given that upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information, please contact the Franklin City Clerk’s office at (414) 425-7500

City of Franklin, WI

TOURISM COMMISSION 2024 DRAFT BUDGET per 9/20/23 mtg

Tourism Commission

DESCRIPTION	2021 Actual Activity	2022 Actual Activity	2023 <u>Projected#</u> YE 2023	2024 DEPT REQUEST BUDGET
COMMISSION				
MOTEL ROOM TAX	191,247	319,684	331,900	332,900
INTEREST ON INVESTMENTS	642	2,903	11,000	17,000
MISCELLANEOUS INTEREST	29	4	0	
DONATIONS-Cash	0	0	0	
Total Resources	191,918	322,591	342,900	349,900
SALARIES-FT	0	0	0	
LEGAL SERVICES	19,553	0	20,000	10,000
SUNDRY CONTRACTORS	300,375	150,000	150,000	249,000
POSTAGE	319	244	150	50
OFFICE SUPPLIES	77	0	0	50
OFFICIAL NOTICES/ADVERTISING	0	0	0	
MEMBERSHIPS/DUES	1,000	1,250	1,250	
TOURISM EVENTS	0	0	0	1,000
CONFERENCES & SCHOOLS		0	0	1,000
MILEAGE		0	0	250
MARKETING SERVICES		864	100,000	20,000
ADVERTISING	25,425	10,220	0	650
STREETSCAPE-SIGNAGE, BILLBOARDS ETC		0	15,000	50,000
Total Expenditures	346,749	162,578	286,400	332,000
Net Resources (Expenditures)	(154,831)	160,013	56,500	17,900
Beginning Fund Balance*	388,940	234,109	394,122	450,622
Ending Fund Balance*	234,109	394,122	450,622	468,522

# Assumes full expenditure of budget

\* Requires confirmation from City of Franklin

Tech Correction - Figures switched to match account identification codes

Tech Correction - Updated with actual additional revenue

## STANDARDIZED FRANKLIN DEVELOPMENT COMMISSION AGENDAS

### PROPOSED TOURISM COMMISSION STANDARD AGENDA

- I. Call To Order, Roll Call and Pledge of Allegiance.
- II. Approval of Minutes of Previous Meeting(s).
- III. Public Comment Period.
- IV. Unfinished Business.
- V. New business.
- VI. Adjournment.

### ECONOMIC DEVELOPMENT COMMISSION STANDARD AGENDA

- I. Call to Order and Roll Call
- II. Citizen Comment Period
- III. Approval of Minutes of previous meeting(s)
- IV. Old Business
- V. New Business
- VI. Other Business (e.g., items for future agendas, Commission rules and procedures, etc.)
- VII. Sub-Committee Reports
- VIII. Items Pending
- IX. Chairman's and/or Staff Updates(s)
- X. Adjournment