

**Minutes of the Meeting of the Tourism Commission
Council Chambers, 9229 W. Loomis Road, Franklin, Wisconsin
December 16, 2020 – 6:00 p.m.**

Members Present		Others Present
Shaun Marefka (Vice Chair)	x	Randy Grass – Ad Hoc Member
Lance Schaefer		Barbara Wesener – Ad Hoc Member
Amy Schermetzler (Chair)	x	
Mark Wylie (Secretary / Treasurer)	x	
Vacancy		Mike Zimmerman, ROC Ventures

- I. The meeting of the Tourism Commission was called to order by Chair Schermetzler at 6:00 p.m.
- II. The floor was opened for citizen comment at 6:00 p.m. and closed at 6:06 p.m.
- III. Marefka moved, supported by Wylie, to approve the draft minutes from the October 21th, November 2nd, November 6th, and November 13th, November 18th, November 25th, and December 4th meetings. Motion carried.
- IV. Wylie moved, supported by Marefka, to approve the 2021 Tourism Commission budget with total revenues of \$83,000 and total expenses of \$320,000. Motion carried.
- V. Berg reported on the wayfinding projects. The gateway signs are installed and some need to be adjusted, which she is working on with the sign company and the Franklin DPW. City hall electronic sign is installed in front of City Hall. Banner approval is still in process with Milwaukee County at which time, Berg will provide a map and pole key to Olympus to schedule for installation. Wylie moved, supported by Marefka, to approve an annual fee of \$425 to Milwaukee County for new/renewed approvals and associated engineering/inspection time accrued by the County to ensure that banner installation and maintenance do not negatively impact county lands. Motion carried.
- VI. Marefka reported on the Engage Franklin agreement. ROC Ventures provided a new draft agreement, which members should review and provide feedback only to Berg to create a red line that will be provided to Quarles & Brady for their review. Berg and Marefka to discuss the fees with the firm and report back to the Commission.
- VII. The next meeting of the Tourism Commission will be December 21st at 1:00 p.m.
- VIII. Wylie moved, supported by Marefka, to adjourn the meeting at 6:45 p.m.