

Minutes of the Special Meeting of the Tourism Commission
Franklin City Hall Common Council Chambers
9229 W. Loomis Road, Franklin, Wisconsin
October 7, 2020 – 7:30 a.m.

Members Present		Others Present
Vacant		Randy Grass – Ad Hoc Member
Shaun Marefka (Vice Chair)	x	Barbara Wesener – Ad Hoc Member
Lance Schaefer	x	
Amy Schermetzler (Chair)	x	
Mark Wylie (Secretary / Treasurer)	x	

- I. The meeting of the Tourism Commission was called to order by Chair Schermetzler at 7:36 a.m.
- II. The floor was opened at 7:36 a.m. for citizen comment and closed at 7:36 a.m.
- III. Schaefer stated that the hotel industry outlook is still bleak, and they anticipate 47% average occupancy for 2021.
- IV. Schermetzler shared that the website project is coming to a close and she and Berg reviewed the contract with THIEL to ensure all items are completed before receiving a final statement from THIEL.
- V. The Commission reviewed the estimate of services from Quarles & Brady. The Commission had questions about the parameters of the services and the associated costs. Marefka and Berg to schedule a follow up meeting with Quarles & Brady.
- VI. Marefka presented the second draft of the visitor center design with the elements selected by the commission. Marefka gathered feedback to take back to Image 360 for further fine-tuning of the design.
- VII. Wylie moved to enter closed session at 8:21 a.m. pursuant to Wis. Stat. § 19.85(1)(c) if applicable, to consider employment, compensation and performance evaluation data of candidates for the Director of Tourism position, and pursuant to Wis. Stat. § 19.85(1)(e) to deliberate and consider the investing of public funds and the terms of investment with regard to the services to be provided and compensation therefore by and to the candidates for the Director of Tourism position, for market competition and bargaining reasons and governmental actions in relation thereto, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate. Seconded by Schaefer. Motion carried.
- VIII. Upon reopening the closed session at 8:36 a.m., no action was taken.
- IX. Wylie moved, supported by Schaefer, to approve vouchers as presented. Motion carried.
- X. The next meeting of the Tourism Commission takes place on October 14, 2020 in the Council Chambers at City Hall at 7:30 a.m.
- XI. Wylie moved, supported by Marefka, to adjourn the meeting at 8:40 a.m.