

Minutes of the Franklin Economic Development Commission
Franklin City Hall Lower Level Conference Room
9229 W. Loomis Road, Franklin, Wisconsin
April 26, 2021 – 6:30 p.m.

Members Present		Others Present	
Barber, Mike	x	Soto, Mike	
Bobowski, Steve (Chair)	x	Timothy Wachter (Vice Chair)	
Goetsch, Rob		Barbara Wesener	x
Steve Smith	x		

- I. The Franklin Economic Development Commission (EDC) meeting was called to order at 6:40 by Chair Bobowski.
- II. The floor was opened for citizen comment at 6:41 p.m. and closed at 6:41 p.m.
- III. Member Smith moved, seconded by Member Wesener, to approve the February 22, 2021 minutes. Motion carried.
- IV. Tourism Director Cari Greving introduced herself to the commission and described the role and scope of Engage Franklin. Engage Franklin will function as a visitor bureau tasked with providing information, resources, and support for the hospitality and tourism industry in Franklin, provide information about the area to visitors, and help identify properties that can be helpful when planning an event.
- V. Chair Bobowski provided an update on the South Suburban Chamber of Commerce.
- VI. The commission briefly discussed four potential marketing purchases and decided to discuss more fully next month.
- VII. The commission decided to stop working on a development perception survey and will instead look at other methods for gaining development stakeholder data that can inform the EDC on ways to support business development in Franklin. This work will continue under the standing agenda item "EDC Blueprint for the Future."
- VIII. The next meeting of the EDC is scheduled for May 24th at 6:30 p.m.
- IX. Member Wesener moved, seconded by Member Smith, to adjourn the meeting at 7:30 p.m. Motion carried.