

**Minutes of the Meeting of the Franklin Tourism Commission**  
**Lower Level Conference Room, 9229 W. Loomis Road, Franklin, Wisconsin**  
**March 17, 2021 – 6:00 p.m.**

Members Present		Others Present
Shaun Marefka (Chair)	x	Barbara Wesener- Ad Hoc Member
Lance Schaefer (Vice Chair)	x	Calli Berg- Director of Economic Development
Ed Holpfer	x	Cari Greving- Director of Tourism
Mark Wylie (Secretary / Treasurer)	x	
Vacancy		

- I. The meeting of the Tourism Commission was called to order by Chair Marefka at 6:01 p.m.
- II. The floor was opened for citizen comment at 6:02 p.m. and closed at 6:02 p.m.
- III. Director Berg provided an update and education on the Open Meetings procedures for the Commission.
- IV. Member Wylie moved, supported by Member Schaefer, to approve the March 4, 2021 Meeting Minutes.
- V. Director Berg provided an update on the Banner Project. The Project is moving forward and currently nearing installation phase.
- VI. Director Berg updated the Commission on the Naming Rights Agreement for Franklin Field. It is awaiting signatures and once complete, Director Berg will get a check cut quickly.
- VII. Discussion by all members regarding formation of Engage Franklin as a 501(c)6. Brief discussion on current plans for the Visitor Center at Ballpark Commons and what the appropriate signage and access points will be to make it a viable location.
- VIII. General brainstorming ideas regarding tourism and events in 2021. All members are encouraged to bring events and ideas to the Franklin Tourism Commission.
- IX. Director Greving moved to change TC Meetings to the third Thursday of the month instead of the third Wednesday. Approval to come.
- X. The next meeting of the Tourism Commission will be April 21 at 6:00 p.m.
- XI. Member Wylie moved, supported by Member Holpfer, to adjourn the meeting at 6:37 p.m.