

**Minutes of the Meeting of the Tourism Commission**  
**Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin**  
**December 13, 2023 – 6:00 p.m.**

Members Present		Others Present
Ed Holpfer	x	Richard Busalacchi, CRASBC
Jeff Kuderski (Vice Chair)	x	Darrell Malek, Chairman of the Engage Franklin
Lance Schaefer (Vice Chair)	x	John Regetz – Economic Development Director
Mark Wylie (Secretary / Treasurer)	x	Andy Thompson, Community Coordinator, Franklin Public Schools
Barbara Wesener	x	

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission was called to order by Chairman Shaefer at 6:00 p.m.
  - A. Pledge of Allegiance – 6:01 p.m.
  
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:02 p.m. Citizen Comment Period closed at 6:23 p.m.
  
- III. Draft Minutes Approval, November 15, 2023 Meeting –Motion by Holpfer, second by Wesener to approve. Motion carried.
  
- IV. Reports, Engage Franklin (EF) – Executive Director Laura Nelson is recruiting new Executive Director Candidates and she is paid solely by EF. Enchant has been very successful and the busy time for them is just starting. EF Performance Goals stand as follows:
  - A. Website 90% complete
  - B. Visitor Guide drafted
  - C. Golf Show coming
  - D. City New Letter article out first quarter 2024
  
- V. Unfinished Business
  - A. Franklin Tourism Commission Request for Assistance Guidelines – The guidelines were distributed among the Commission, whom felt the school district should apply using them and come back to present. New Berlin forms should be examined for compatibility and incorporation.
  - B. Potential Activities for the Tourism Commission – Alderman Holpfer explained that the Commission should be prepared to assist the School District with managing recreation events and programs they conduct.
  
- VI. New Business
  - A. Franklin Park Concerts, Inc. asked to be included in the Commission’s budget and the Commission felt they should complete an application asking for a specific amount of support, what it will be used for and identify the event’s budget.
  
- VII. Voucher Approvals: Olympus Group Banners – The vendor kept the same pricing as 2001. 2023’s banner budget will replenish the supply, freeing up 2024’s budget to design and install spring-loaded brackets, that will reduce wear on the whole assembly. Motion by Wylie, Second by Wesener, to approve the invoice. Motion carried. Regetz will check on the storage needed for the banner inventory.
  
- VIII. Next meeting – January 17, 2024
  
- IX. Adjournment. Motion by Kuderski, second by Holpfer, to adjourn. Motion carried.