

**Minutes of the Meeting of the Tourism Commission**  
**Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin**  
**January 23, 2023 – 6:00 p.m.**

Members Present		Others Present
Ed Holpfer	x	
Shaun Marefka (Chair)	x	Barbara Wesener – Ad Hoc Member
Lance Schaefer (Vice Chair)		John Regetz – Economic Development Director
Mark Wylie (Secretary / Treasurer)	x	
Jeff Kuderski	x	

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission was called to order by Chairman Marefka at 6:00 p.m.
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:01 p.m. and closed at 6:02 p.m., there being no commentary offered.
- III. Draft Minutes Approval, December 21, 2022 Meeting - Motion by Holpfer, second by Kuderski, to approve minutes of the 12/21/22 meeting. Motion carried.
- IV. Engage Franklin Agreement Update, Laura Nelson – Nelson discussed the proposed agreement, stating that it is a draft for editing and the components are negotiable. The agreement and Commission edits have been submitted to its attorney for review and formatting. Nelson updated on the Commission on the Engage Franklin organization in that a board has been assembled, with nominees from the City Council, Sleep Inn and Hampton Hotel to be identified. Nelson presented a menu of tourism promotions and services, with related fees, for the Commission’s review.
- V. Carl Collective Draft Proposal, Erik Brooks – Brooks presented an updated proposal, including the market research approved at the 12-21-22 meeting and additional tourism marketing services.
- VI. Closed Session- Engage Franklin and Carl Collective Proposals Conversation– Motion by Holpfer, second by Wylie, to enter closed session pursuant to Wis. Stat. & 19.85 (1) (e), to deliberate upon the Franklin Field Naming Rights Agreement between the Franklin Tourism Commission and Milwaukee Milkmen Baseball, LLC, effective July 1, 2020, and a proposed Tourism Entity Agreement between the Franklin Tourism Commission and Engage Franklin, the negotiation of provisions and terms and the investing of public funds in relation thereto, for competitive or bargaining reasons, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.
- VII. Vote to Contract with Carl Collective & Engage Franklin – The Commission came back into session at 7:58 pm.

Motion by Kuderski, second by Wylie, to approve Carl Collective’s proposed research and development of tourism market messaging. Review and consideration of other proposed services may occur upon delivery of the market-messaging-research-and-development. Motion carried.

Motion by Wylie, second by Holpfer, to contract with Engage Franklin for tourism promotion services including:

- Naming rights of Franklin Field for \$150,000;
- Payments for Naming Rights of Franklin Field to Milwaukee Milkmen Baseball, LLC;



- The Tourism Commission's rights and privileges under the Naming Rights Agreement (complimentary ticket allotment, mascot and player appearances, PA announcements, game sponsorship, etc.) will remain the assets of the Tourism Commission;
- The contract term to run for 2 years from date of signing;
- Contract updates to be reconciled with the Franklin Field naming rights agreement;
- Tourism promotions and projects, to be reviewed and approved by the Commission, for a cumulative fee of no more than \$75,000; and
- Expand the Engage Franklin Board of Directors to 10 members, adding three members, not associated with ROC Ventures, upon Tourism Commission review and approval.

Motion carried.

VIII. Voucher Approvals - No vouchers for consideration. Banner replacement will need to be conducted and is upcoming.

IX. Next meeting – February 22, 2023

X. Adjournment – Motion by Wylie, second by Holpfer to adjourn. Motion carried.