

Minutes of the Meeting of the Tourism Commission
Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin
May 17, 2023 – 6:00 p.m.

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

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission was called to order by Vice Chair Shaefer at 6:03 p.m.
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:04 p.m. Ann Adamski and Mira Kresovic from the Franklin Civic Celebrations Commission appeared before Tourism Commission and informed them of the impending Makers Festival to be held on November 25, from 11 AM to 5 PM, on the Franklin City Hall Grounds. The Civic Celebrations Commission would like the Tourism Commission’s assistance in advertising the event, funding discount coupons for participants and networking with hotels and other businesses. Laura Nelson, Executive Director of Engage Franklin offered to assist Civic Celebrations Commission as that is Engage Franklin’s role. Citizen Comment Period closed at 6:11 p.m.
- III. Draft Minutes Approval, April 19, 2023 Meeting – Motion by Wylie, second by Holpfer to approve. Motion carried.
- IV. Carl Collective tourism market and messaging R&D update – Erik Brooks related that the data deep dive is progressing with input and connections resulting from 2 focus groups and individual interviews. A virtual focus group is being scheduled to engage more participants that could not attend interviews or focus groups. Due to limited availability of interviewees, a report will be completed in late June with presentation to the Commission in July. Data is being solicited from local hotels, ROC Ventures and Visit Milwaukee. There is hotel survey from Star Data that can be ordered for \$1,500 and Brooks will confer with Nelson for more details. Some epiphanies include that soccer leagues generate local and international visitors all summer, with Croatian Soccer Club hosting 2 large events that require support by 15 regional hotels. County Parks are a significant attraction, especially the Sports Complex and golf courses.
- V. Engage Franklin Board update Mark Wylie – The Engage Franklin board of directors has met two times in the last month to develop a mission statement, goals and objectives for the organization. Also, good progress was made on preparations for the ETA Conference with marketing collateral, website content and event proposals being completed. Nelson reported participation in the ETA Conference was a success with meetings resulting in solid leads for national soccer, kickball, quad ball (a quidditch inspired event), mud (girl) races, rescue worker games, baseball, soccer and golf. Engage Franklin’s strategic advantages are new facilities (especially for baseball and soccer) and proximity to the Gen. Mitchell International Airport. Oak Creek was pleased with the results of their partnership with Engage Franklin in this event.

VI. Quarles & Brady – tourism promotion agreement update
 a. Next steps with Engage Franklin

The Tourism Commission may 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.

Motion to go into closed session by Wylie, second by Holpfer. Motion carried.

Motion by Holpfer, second by Wylie, to come back into open session. Motion carried. The Commission will continue to collaborate with Quarles & Brady to complete a draft agreement for approval at June's meeting and to be sent to Engage Franklin. Regetz will relay input to the attorney.

VII. Voucher Approvals – none submitted

VIII. Next meeting – June 21

IX. Adjournment – Motion by Wylie, second by Holpfer, to adjourn. Motion approved