

Minutes of the Meeting of the Tourism Commission
Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin
January 17, 2024 – 6:00 p.m.

Members Present		Others Present
Ed Holpfer	x	
Jeff Kuderski (Vice Chair)		Darrell Malek – Engage Franklin
Lance Schaefer (Vice Chair)	x	John Regetz – Economic Development Director
Mark Wylie (Secretary / Treasurer)	x	Andy Thompson, Cordell Smith – 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 Secretary/Treasurer Wylie at 6:02 p.m.
 - A. Pledge of Allegiance

- II. Citizen Comment Period - The floor was opened for citizen comment at 6:03 p.m.
 Citizen Comment Period closed at 6:03 p.m.

- III. Draft Minutes Approval – December 13, 2023; January 3, 2024 Special Meetings. Motion by Holpfer, Second by Wesener, to approve meeting minutes of December 13, 2023. Motion Carried. Motion by Holpfer, Second by Wesener, to approve special meeting minutes of January 3, 2024. Motion Carried.

- IV. Reports
 - A. Engage Franklin (EF), Mark Wylie & Darrell Malek gave an update on EF activities – The current EF Board roster will be sent to Regetz. Members are confirmed not to be owners of ROC Ventures and EF would like to include a City Council representative and Bill Elliot (Pres. WI Hotels & Lodging Asso.), yielding an 11-member board. EF recruited a golf show in March that will fill both new hotels and the Hampton. Tacos & Tequila will be back on Music Fest weekend; and another couple good event candidates are being pursued. Top priorities for EF are website and Facebook pages updates and completing the Milwaukee Milkmen Naming Rights agreement negotiations. The EF Board is assisting with new Executive Director recruitment. Chairman Schaefer Chaired the meeting from this point on.

- V. Unfinished Business – this item followed item VI. New Business, Video Display Board Sponsorship, Franklin Public Schools
 - ~~A. Request for Assistance – Franklin H.S. Display Boards~~
 - B. Franklin Tourism Commission Request for Assistance Guidelines (Form) This item followed Item V. C. – The Commission liked the New Berlin grid form in conjunction with Franklin’s current guidelines and wanted a cost share, funding cap and annual deadlines included. Motion by Wesener, Second by Holpfer to draft an application format and hold a work session to work out details. Motion passed.
 - C. Engage Franklin Naming Rights assignment edits – Motion by Holpfer, Second by Wesener, to enter closed session. Motion Carried.

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 by Holpfer, Second by Wesener, to enter open session. Motion Carried.



- VI. New Business, Video Display Boards Sponsorship, Franklin Public Schools – This item was heard after Reports out of consideration for the presenters’ schedules. Andy Thompson and Cordell Smith from the Franklin School presented the sponsorship opportunities of the project. There are up to 60 events/month at the high school football field and gym. Increased technical capacity will make Franklin High more competitive to attract high school multi-day and long-distance tournaments and championship events, which attract overnight stays. Students will have curriculum on video production through scoreboard operations. An Anchor Partner Sponsorship is \$15k for 5 years and the Founding Partner Sponsorship is \$8k for 5 years. The positioning of Partner names was reviewed. The Video Display Boards will advance the image of Franklin as well as create a better visitor experience at its high school events. The cost of the projects is \$500,000. An application will be drafted and Engage Franklin contacted.

- VII. Voucher Approvals: Motion by Wesener, Second by Holpfer, to approve payment of the last purchase order/invoice (2024-1) from Engage Franklin for 2023 in the amount of \$20,000. Motion approved, Wylie abstained.

- VIII. Next meeting February 21, 2024

- IX. Adjournment Motion by Wylie, Second by Wesener, to Adjourn. Motion Carried.