

City of Franklin
Tourism Commission (TC)
Franklin City Hall — Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
Wednesday, April 18, 2018 – 6:00 p.m.

MEETING MINUTES

- I. Call to Order, Roll Call and Pledge of Allegiance: The meeting of the Franklin Tourism Commission (TC) was called to order at 6:18 PM by Vice Chairman Marefka. Commissioners present were Marefka, Grass and Wylie. Excused were Commissioners Schermetzler and Schaefer. Also present was Assistant to the Mayor for Economic Development, Nick Fuchs.
- II. Citizen Comment Period: The Floor was open to citizen comment at 6:20 and closed at 6:20.
- III. Consideration of Minutes from the February 21, 2018 meeting: Motion made (Wylie) and seconded (Grass) to approve the minutes. Motion carried: 3 ayes, 0 noes.
- IV. Announcements relating to tourism (No action to be taken): No action taken.
- V. Business Matters (Action may be taken as determined by the TC)
 - A. Consideration and discussion of a new logo and branding system for the City of Franklin: Members discussed that status of the City's current efforts related to a new logo and branding and marketing. Members directed staff to schedule a joint meeting with the Economic Development Commission.
 - B. Discussion regarding potential contracting of a destination tourism assessment for the City of Franklin: Members discussed the information provided by Member Schaefer. Members agreed that the item must be held over for further review and to hear from Member Schaefer. Members further requested that references be obtained for any company that may provide a destination tourism assessment for the City.
 - C. Discussion of potential Tourism Commission activities to complete during 2018: Members discussed the priorities of the Commission being 1) pursuing a destination tourism assessment, 2) interest in working with the Economic Development Commission and participating in Franklin branding and marketing efforts, and 3) assessing current activities taking place within the community and determining how the Commission may be involved.
- VI. Next Meeting Date: The next meeting is scheduled for May 16, 2018.
- VII. Adjournment: A motion was made (Wylie) and seconded (Grass) to adjourn the meeting at 6:50 PM. Motion approved: 3 ayes, 0 noes.