

City of Franklin
Tourism Commission (TC)
Franklin City Hall — Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
Wednesday, May 16, 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 6:00 PM by Chairwoman Schermetzler. Commissioners present were Marefka, Schafer and Grass. Excused was Commissioner Wylie. Also present was Principal Planner, Nick Fuchs.
- II. Citizen Comment Period: The Floor was open to citizen comment at 6:01 and closed at 6:01.
- III. Consideration of Minutes from the April 18, 2018 meeting: Motion made (Grass) and seconded (Schafer) to approve the minutes. Motion carried: 4 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: Fuchs updated the Commission on the Economic Development Commission's Request for Qualifications for logo and branding services. Members directed staff to invite Economic Development Commission members to the June 20th meeting of the Tourism Commission.
 - B. Discussion regarding potential contracting of a destination tourism assessment for the City of Franklin: Members reviewed information provided by Member Schafer. Member Schafer agreed to obtain more detailed cost proposals from the two companies being considered to provide a destination tourism assessment and Chairwoman Schermetzler agreed to contact their references.
 - C. Discussion of potential Tourism Commission activities to complete during 2018: Members discussed events in Franklin and the need for promotion through social media and the City's website. Members further discussed the creation of a Franklin tourism website. Member Schermetzler recommended that a "call to action" be placed on the City's website requesting businesses and organizations to notify the City of events in order to list and promote all events in Franklin. Member Marefka agreed to research marketing firms that could assist the Tourism Commission in creating a website, social media and event promotion.
- VI. Next Meeting Date: The next meeting is scheduled for June 20, 2018.
- VII. Adjournment: Chairwoman Schermetzler adjourned the meeting at 7:08 p.m.