

MINUTES OF MEETING OF THE TOURISM COMMISSION
Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin
April 17, 2024 – 6:00 p.m.

Members Present		Others Present
Ed Holpfer	x	Laura Nelson, Acting Executive Director, Engage Franklin
Jeff Kuderski (Vice Chair)	x	Karen Malecki, Franklin Parks Commissioner
Lance Schaefer (Vice Chair)	x	John Regetz – Economic Development Director
Mark Wylie (Secretary / Treasurer)	x	
Barbara Wesener	x	

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission was called to order by Chairman Schaefer 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 – March 20, Regular and March 25, Special Meetings. Motion by Wylie, Second by Holpfer, to approve meeting minutes of the March 20, 2024 Special Meeting. Motion Carried. Motion by Holpfer, second by Wylie, to approve meeting minutes of the March 25, 2024 Special Meeting, as corrected. Motion Carried.
- IV. Reports
 - A. Engage Franklin (EF), Mark Wylie – The EF Board made good progress recruiting an Executive Director. The EF name is being posted in all the Franklin Field positions. Website name holders are in place. EF is the presenting sponsor for opening day in conjunction with website launch.
 - 1. Quarterly Finance Report Format - Laura Nelson distributed the report, which includes YE 2023, activities sheet was included. Q1-24 was presented as attached, including operational and marketing & materials expenses. The Golf Show was a success. Future projects were then presented, including, RFPs’ from Sports ETA, Website development facets and launch in conjunction with Milkmen Opening Day. EF needs to get a cover story in the City newsletter and will present to the Common Council. MMAC used cell phone, ticket sales, destinations and credit card tracking were used to calculate an economic impact of \$58,000,000; 2,300 jobs supported and \$2,000,000 of local taxes generated.
- V. Unfinished Business
 - A. Request for Assistance, Franklin Park Concerts, Inc. – Motion by Kuderski, second by Wesener, approving \$1,000 to support production of the Summer Concerts in the Park series. Motion carried. Concerts are well attended. Collaboration with Volition and Library is ongoing. Recognition of the Tourism Commission was requested.
 - B. Franklin Tourism Commission Request for Assistance Guidelines (Form) – The Commission reviewed the draft application form with proposed changes from the March 20 Tourism Commission meeting. Both the edited Guidelines and Form will be used, and a date and



fillable answer slots will be added. Motion by Kuderski, second by Wylie, to approve the form with suggested edits. Motion carried.

C. Parks Commission Pamphlets – Karen Malecki updated the Commission on printing, design is being finalized with the Tourism Commission being credited. Invoices are forthcoming, and copies will be included in the City Newsletter.

D. Engage Franklin Funding Due as per Tourism Entity Agreement – Regetz described the calculations to determine room tax revenue to date in 2024, of which Engage Franklin is to receive 75%. Motion by Wesener, second by Kuderski, to approve payment of \$76,230.17 to Engage Franklin as their 75% share of 2024 room tax revenues. Motion Carried.

VI. New Business - Engage Franklin Naming Rights assignment edits – Did not enter closed session. 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. No motion, no action taken.

VII. Voucher Approvals, Franklin Park Concerts (approved in item V. A.), Quarles & Brady - \$990 for naming rights agreement consultation. Motion by Wylie, second by Holpfer, to approve. Motion carried.

VIII. Next Regular Meeting – May 15

IX. Adjournment - Motion by Holpfer, second by Wesener, to adjourn. Motion carried.

Engage Franklin Inc

Statement of Activity

January - March, 2024

	TOTAL
Revenue	
Deposit Dividend from ECU	3.48
Total Revenue	\$3.48
GROSS PROFIT	\$3.48
Expenditures	
Advertising & marketing	7,150.00
Contract & professional fees	10,020.00
Mileage Reimbursement	
Office expenses	
Software & apps	108.00
Total Office expenses	108.00
Uncategorized Expense	346.16
Total Expenditures	\$17,624.16
NET OPERATING REVENUE	\$ -17,620.68
NET REVENUE	\$ -17,620.68

Engage Franklin Inc
Statement of Financial Position
As of March 31, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking	7,441.92
Savings	20,007.48
Total Bank Accounts	\$27,449.40
Total Current Assets	\$27,449.40
TOTAL ASSETS	\$27,449.40
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Retained Earnings	45,070.08
Net Revenue	-17,620.68
Total Equity	\$27,449.40
TOTAL LIABILITIES AND EQUITY	\$27,449.40

Engage Franklin Inc

Statement of Activity

January - December 2023

	TOTAL
Revenue	
Deposit Dividend from ECU	6.39
Franklin Room Tax	54,995.00
Total Revenue	\$55,001.39
GROSS PROFIT	\$55,001.39
Expenditures	
Contract & professional fees	
Accounting fees	630.00
Legal fees	6,253.50
Total Contract & professional fees	6,883.50
Mileage Reimbursement	740.14
Office expenses	29.43
Memberships & subscriptions	474.50
Software & apps	18.00
Total Office expenses	521.93
Promotional Materials	1,401.13
Travel	
Hotels	384.61
Total Travel	384.61
Total Expenditures	\$9,931.31
NET OPERATING REVENUE	\$45,070.08
NET REVENUE	\$45,070.08

Engage Franklin Inc
Statement of Financial Position
As of December 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking	25,065.60
Savings	20,004.48
Total Bank Accounts	\$45,070.08
Total Current Assets	\$45,070.08
TOTAL ASSETS	\$45,070.08
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Retained Earnings	
Net Revenue	45,070.08
Total Equity	\$45,070.08
TOTAL LIABILITIES AND EQUITY	\$45,070.08

2023 Line-Item Breakdown

Accounting Fees	INTUIT	QuickBooks Subscription
Legal Fees	Scholz Nonprofit Law	Bylaws, Incorporation, Nonprofit Application, Contracting Consultation/Drafting
Mileage Expense	Laura Nelson	Personal Vehicle Use for Sports ETA Symposium 2023 – Kansas City, MO
Office Expenses	Heartland Clark	Checks
Memberships/Subscriptions	SSCC/VM	South Suburban Chamber/Visit Milwaukee Prorated for Enchant Promotion
Software Apps	Microsoft	Web Services
Promotional Materials	Print Globe/Jerky Outlet/Color Ink	All-Star Game/Savannah Bananas Welcome Bags/Collateral/Local Flavor
Hotel	Residence Inn KC	Sports ETA Symposium

2024 Q1 Line-Item Breakdown

Advertising & Marketing	Greater Milwaukee Golf Show/iNet	Event Sponsorship/Website, Branding Graphic Design
Contract & Professional Fees	Laura Nelson	Contracted Executive Director
Software & Apps	INTUIT	QuickBooks Subscription
Uncategorized Expense	3 Fraudulent Charges	Disputed and will be reversed

Anticipated Q2 Projects

Sports ETA Symposium: April 22-25, 2024

Website Launch Deadline: May 10, 2024 for Milkmen Opening Day where Engage Franklin will be featured as the Presenting Partner.

Social Media: Soft Launch May 10, 2024/Photo & Video Asset Kit Complete

Common Council Presentation/Q&A to Follow – Under Advisement of the Tourism Commission

Goal to have Executive Director Hired in Q2

WHERE COMMUNITY *Thrives*

FRANKLIN  WISCONSIN



PLAY.

EAT.

STAY.

UPCOMING EVENTS



FULL EVENT CALENDAR

PARTNERSHIPS FOR LOCAL BUSINESSES & ORGANIZATIONS!

PARTNER WITH US!



St. Martin's Fair

September 3-4 8AM - 6PM

Family Fun

Free

Food

Shopping

[MORE INFORMATION](#)



Milwaukee Milkmen vs The Savannah Bananas

September 8 7PM - 10PM

Family Fun

Sports

[MORE INFORMATION](#)



Tacos & Tequila Festival

September 16 3PM - 12AM

Nightlife & Music

Food

[MORE INFORMATION](#)

Sum

Sep

Night

on over 173 acres

Between hotel + motels

From fan favs to local



BOWLING LEAGUE REGISTRATION IS NOW OPEN!



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PARTNER WITH US!

EVENTS

- Event Calendar
- Submit an Event

PLAY

- Family Fun
- Outdoor Rec/Sports
- Shopping
- Golf
- Arts & Culture
- Nightlife & Music
- Spas & Wellness

EAT

- Sit Down Dining
- Fast Food
- Bars & Lounges

STAY

- Hotel / Lodging
- Bed & Breakfast
- Outdoor Recreation/Sports

PLAN

- Facilities
- Visitor Information
- Itinerary Inspiration
- Deals

COMMUNITY

- Add Things to Do
- Media Gallery
- History
- Board

BLOG

- Newsletter Signup
- Advertise With Us

CONTACT

SUBMIT AN EVENT





SAVOR THE FLAVOR

EXPLORE FRANKLIN'S ECLECTIC FOOD SCENE AND IRRESISTIBLE EATERIES



SIT DOWN DINING



FAST EATS



BARS & LOUNGES

FRANKLIN'S FOODIE FAVS:



Mimosa

Breakfast & Brunch

Family-owned place with a warm feel offering locally sourced meals for breakfast & brunch.

[MORE INFORMATION](#)



Brick Pizzeria & Ristorante

Authentic Italian

Brick Pizzeria & Ristorante brings an authentic brick oven Italian experience to Franklin.

[MORE INFORMATION](#)



Mulligans Irish Pub & Grill

Irish Pub

Casual spot offering Irish-American pub grub & tap beers, plus 2 daily happy hours, TVs...

[MORE INFORMATION](#)



EVENTS

Event Calendar
Submit an Event

PLAY

EAT

Sit Down Dining
Fast Food
Bars & Lounges

PLAN

Facilities
Visitor Information
Itinerary Inspiration
Deals

BLOG

Newsletter Signup
Advertise With Us

CONTACT

TOURISM COMMISSION ROOM TAX REVENUES 2023, 2024

	Q/1 - Q/3 2023	Oct. Nov. 2023	YE 2023	YTD 2024	TTL YE23 & YTD24
Room Tax Reciepts*	\$79,314.31	\$148,359.04	\$227,673.35	\$101,640.23	\$329,313.58
Room Taxes Earned^	\$79,314.31	\$249,999.27	\$329,313.58	\$0.00	\$329,313.58
Engage Franklin share 75%				\$76,230.17	

* From 9/30/2023 monthly finance report and Finance Director's data

^ From 9/30/2023 monthly finance report, Q42023 and Q1 2024



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Naples and Tampa, Florida
Phoenix and Tucson, Arizona
San Diego, California
Washington, DC

Invoice Number : 6721827
Invoice Date: April 9, 2024

INVOICE SUMMARY

City of Franklin
Attn: John Regetz
9229 West Loomis Road
Franklin, WI 53132-9630

Privileged & Confidential

For Professional Services Rendered Through March 31, 2024
RE: Promoting Tourism and Stadium Naming Rights
Q & B Matter Number: 360022.00051

Fees:	\$	990.00
Total Amount Due:	\$	<u>990.00</u>

INVOICE IS PAYABLE UPON RECEIPT

Q & B Matter Number: 360022.00051

Date	Description	Professional	Hours
03/11/24	Confer with Mr. Regetz regarding status of the naming rights agreement.	E. Van Schyndle	0.20
03/20/24	Prepare for and attend the public meeting regarding the naming rights agreement.	E. Van Schyndle	1.60

FEE SUMMARY:

PROFESSIONAL	HOURS	HOURLY RATE	AMOUNT
Eric J. Van Schyndle	1.80	\$550.00	\$990.00
TOTAL	1.80		\$990.00

Total Fees: \$990.00



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Please send wire or ACH payments to:

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 ABA: 071000288
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 SWIFT: HATRUS44
 Reference: Invoice Number
 Email: clientpayments@quarles.com

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 Milwaukee, WI 53288-0895

Tax ID No. 39-0432630

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