

MINUTES OF MEETING OF THE TOURISM COMMISSION

Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin

August 21, 2024 – 6:00 p.m.

Members Present		Others Present
Ed Holpfer		
Jeff Kuderski (Vice Chair)		
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 6:00 p.m.
 - A. Pledge of Allegiance
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:01 p.m. Citizen Comment Period closed at 6:01 p.m.
- III. Draft Minutes Approval – July 17, 2024 Regular Meeting. Motion by Wylie, second by Wesener, to approve. Motion Carried.
- IV. Reports: Engage Franklin (EF) - Mark Wylie introduced new Executive Director, Brandon Chinaea, who is very adept at digital marketing and played semiprofessional baseball. His goal is to have all businesses in Franklin on social media and he has appointments to visit many of them. The Commissioners introduced themselves.
 - A. 2nd Quarter Report - Laura Nelson reported on revenues of \$96,237 and expenditures of \$40,493, as attached. Associated activities included advertising collateral generation, website production and legal fees. Application has been submitted for a 501 C3 determination and EF is waiting for that letter. Prior expenditures recruited the golf show, which provided promotional Franklin bags to attendees and supplied attendee contact data to EF. A PO Box is being set up for EF. EF is also waiting on impact data related to the DNC, where Franklin collateral was distributed. The snow sculpture event wants money to become a ROC, non-sanctioned event, on a 3-year contract and EF will request Tourism Commission reserve funding to provide this. Chairman Schaefer called for a liaison committee to be formed to review event site selection.
- V. Unfinished Business
 - A. Banner Bracket Proposal – Waiting for the DPW Superintendent to provide light pole load-rating data to the Mayor that supports restricting use for banners.
 - B. Budget Process, Draft 2025 budget – Regetz presented a budget, as posted, with \$368,420 income and \$349,715 expenditures. Motion by Wylie, second by Wesener to approve. Motion carried. Regetz also reviewed the year end 2023 Hotel Tax revenue report and projections for 2024 and 2025, as posted.
- VI. New Business
 - A. Tourism Commission Grant Program facility investments discussion – Chairman Schaefer wants to consider investment in larger projects, such as attractions, as hotel tax revenues approach the \$500,000 mark and the 30/70 % split between the City and Tourism Commission. Discussion should be held with Engage Franklin on the roles for granting



retained Tourism Commission Funds. The Carl Collective study identified that the Croatian Soccer Campus and Park generate hotel stays and have great expansion potential. They will be invited to present expansion projects at the September meeting. Chairman Schaefer felt an attraction that becomes synonymous with Franklin should be pursued.

- B. Franklin Lifestyle publication discussion, Caprile Marketing & Design production – Could not attend, but will present at September meeting. Perhaps the TC should partner on a lifestyle publication like Greendale's where ½ of revenues comes from ads and ½ from sponsorships by community partners, who get profile space. The community calendar is a good feature. Engage Franklin should be involved as they have a calendar on their website to share information.

VII. Voucher Approvals - none

VIII. Next meeting – September 16

IX. Adjournment – Motion by Wylie, second by Wesener, to adjourn. Motion carried.