

MINUTES OF MEETING OF THE TOURISM COMMISSION

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

October 16, 2024 – 6:00 p.m.

Members Present		Others Present
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 6:02 p.m.
- III. Draft Minutes Approval – September 16, 2024 Meeting – Motion by Wylie, second by Wesener, to approve. Motion carried.
- IV. Reports
 - A. Hotel Tax Revenue Flow, Danielle Brown, City Finance Director – Director Brown presented an explanation of how Hotel Room Tax (HRT) funds are processed by the City, the timing of how they are shared and distributed to the City, Tourism Commission (TC) and Engage Franklin (EF). She projected HRT revenues should exceed \$510,000 in 2025, triggering an ongoing 30/70% revenue split between the City and Tourism Commission. Director Brown will create a voucher for the TC to approve, each month that HRT revenues are received, and identify the TC and EF shares and send a check to EF for theirs. EF Board Member, Laura Nelson would like the 70/30% split allocated each quarter from now on and would like a motion thereof. Chairman Schaefer would like data on room stays & room tax revenues without names. Director Brown will check with hotels to get the data and will issue the checks each month funds come in.
 - B. Engage Franklin, Mark Wylie & Brandon Chinaea – Golf show agreement is signed; pursuing Snowvana ski market & festival, pickleball at County sports complex, and UWM partners’ events. Brandon is on full-time now. Will have budget by next meeting. Visitor Guide is being designed. Enchant has all the support they wanted.
 - C. *From Unfinished Business #2* - Franklin Lifestyle publication discussion - Caprile Marketing & Design production. Brandon and EF could work with Ms. Caprile to see if they can collaborate on promoting in this publication.



- V. Unfinished Business
 - A. Banner Bracket Proposal – Mayor is still waiting for light pole load information from DPW Superintendent, so decision process can be completed.
 - B. Tourism Commission Grant Program
 - 1. Croatian Soccer Club – ask what the international event is and its draw and what is the increase of hotel room nights generated by the proposed turf field.
- VI. New Business
- VII. Voucher Approvals – Engage Franklin Hotel Tax Revenue Payment, \$64,819.99. Motion by Wesener, second by Wylie, to approve. Motion carried.
- VIII. Next meeting – November 20. Chairman Schaefer and Director Regetz will present the Tourism Commission’s 2025 budget and 2024 expenditures and activities. All the Commissioners were invited to attend.
- IX. Adjournment. Chairman Schaefer adjourned the meeting at 7:06 p.m.