

MINUTES OF MEETING OF THE TOURISM COMMISSION
Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin
September 16, 2024 – 6:00 p.m.

Members Present		Others Present
Jeff Kuderski (Vice Chair)	x	
Lance Schaefer (Vice Chair)		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 Vice Chairman Kuderski at 6:03 p.m.
 - A. Pledge of Allegiance
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:04 p.m. Citizen Comment Period closed at 6:04 p.m.
- III. Draft Minutes Approval – August 21, 2024 Meeting – Motion by Wylie, second by Wesener, to approve the minutes of 8- 21-24. Motion carried.
- IV. Reports: Engage Franklin (EF), Mark Wylie – The EF Board met the prior week, with the Mayor in attendance, where he was asked if Bill Elliot would be a suitable replacement for Ed Holpfer and he was supportive. Brandon needs help getting businesses listed on the EF website. EF is re-contracting for the golf show, is pursuing Turf Wars for 2025, and a snow sculpting event. The snow sculpting event’s owner does not yet have firm expenses and will approach the Tourism Commission for funding. Funding amounts from the prior location were requested and will be complicated to retrieve from the multi-event venue there. Brandon Chinaea is 6 weeks on the job (Executive Director) part time, along with Laura Nelson.
- V. Unfinished Business
 - A. Banner Bracket Proposal – the Mayor is still waiting for the DPW Superintendent to provide light pole load-rating data that supports prohibiting use for banners, which was requested in mid-July.
- VI. New Business
 - A. Tourism Commission Grant Program
 - 1. The **Croatian Soccer Club** has over 800 participants, plays from March into December and has international tournaments – 2 now with 150 Michigan players and 2 overnight stays. The Annual Croatian Eagles tournament runs 3 days, with up to 1,500 players. The Club is planning construction of a turf field for a longer season, its softer and safer, and more tournaments will be attracted. Construction will last 16 weeks, costs \$2.8 million and facility lifespan is 10 years. The Club will apply for a Tourism Commission Grant to supplement funding that will be secured before construction begins. They will need to estimate the hotel room stays per year, broken out by event, for the application.
 - 2. The **Croatian Park** is totally replacing the existing pavilion with a larger improved pavilion, remodeling the bathrooms, upgrading and adding food production space in their Park. The Park is rated in the top 3 Milwaukee beer gardens annually and is home to



Croatian Fest, weddings, other festivals and events, such as the Highland Scottish Games. Park improvements will provide more space for outdoor events and festivals. Demolition of the Pavilion has occurred and \$700,000 of the total \$2.1 million is still needed to complete Park facility improvement projects. The Commission did not feel enough hotel stays would be generated to warrant an application.

- B. Franklin Lifestyle publication discussion - Caprile Marketing & Design would produce 2 to 4 issues per year. Oak Creek and Greendale examples were provided. Ads pay for ½ of production and stakeholders pay ½ (\$10,000 per issue), receiving editorial content. The Tourism Commission needs to identify stakeholders and generate content, and Caprile Marketing & Design would write business spotlights. The publication informs visitors and residents of community amenities and activities as well as cultivates community pride. Staff time is not available to generate content and the Tourism Commission will discuss the program with Engage Franklin as this publication may be in their purview.

VII. Voucher Approvals - none

VIII. Next meeting – October 16.

Regetz asked if he was to continue seeking a Common Councilperson to replace Ed Holpfer on the Tourism Commission, according to consensus at the August 21 meeting and the answer was yes.

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