

MINUTES OF MEETING OF THE TOURISM COMMISSION
Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin
February 19, 2025 – 6:00 p.m.

Members Present		Others Present
Lance Schaefer (Chair)	X	
Jeff Kuderski (Vice Chair)	X	
Mark Wylie (Secretary / Treasurer)	X	John Regetz – Economic Development Director
Barbara Wesener		
Bill Elliott	X	

- I. Call to Order and Roll Call - The meeting of the Franklin Tourism Commission was called to order by Chairman Schaefer at 6:01 p.m.
 - A. Pledge of Allegiance
- II. Citizen Comment Period - The floor was opened for citizen comment at 6:03 p.m... With no comments presented Citizen Comment Period closed at 6:03 p.m.
- III. Draft Minutes Approval, January 19, 2024 Meeting – Motion by Kuderski, second by Elliott, to approve. Motion carried.
- IV. Reports
 - A. Engage Franklin, Mark Wylie – EF Board will meet on 2-24. 6 new partnerships have been secured with 3 pending. Wylie directed Brandon to draft a 2025 budget and 2024 activities & finance report. The Golf Show will be held in 2 weeks (March 14-16).
- V. Unfinished Business
 - A. Investment vision for retained funds,
 - i. Survey Questions, Chairman Schaefer reviewed the questions – numbering and selection spaces needed; #5 and #7 deleted; internet apps and EV stations added under #1, and other changes.
 - ii. Email discussion potential – not discussed and not allowed.
 - iii. Revenue/Reserve Projections – John Regetz reviewed based on City Finance revenue forecasts and projected spending.
 - B. Banner Bracket Project, John Regetz – installation is ready to occur with better weather.
 - i. Motion to amend 2025 Budget Item Streetscape-Signage and Billboards (Banners) to \$50,000 – Motion by Wylie, second by Elliott, to increase the 2025 Budget Item Streetscape-Signage and Billboards (Banners) from \$15,000 to \$50,000. Motion carried.
 - C. Oaths & Financial Disclosures – all Commissioners have taken oaths and Financial Disclosure forms will be delivered in March.
- VI. New Business – none. Have Visit Milwaukee and Brandon to a meeting to discuss regional opportunities. Governor’s Conference on Tourism is to be held in March.
- VII. Voucher Approvals – Engage Franklin, \$39,042.23, hotel tax share payment. Motion by Elliott, second by Kuderski, to approve payment. Motion carried.
- VIII. Next meeting – March 19
- IX. Adjournment – Motion by Kuderski, second by Elliott, to adjourn. Motion approved.