



MINUTES OF MEETING OF THE TOURISM COMMISSION

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

January 15, 2025 – 6:00 p.m.

Members Present		Others Present
Lance Schaefer (Chair)	x	John Regetz – City Economic Development Director
Jeff Kuderski (Vice-Chair)	x	Brandon Chinaea, Executive Director, Engage Franklin
Mark Wylie (Sect./Treas.)	x	Laura Nelson, President, Engage Franklin
Barbara Wesener	x	
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 6:02 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 was closed at 6:03 p.m...

- III. Draft Minutes Approval, December 11, 2024 – Motion by Barber, second by Wesener, to approve. Motion Carried.

- IV. Reports
 - A. Engage Franklin (EF), Mark Wylie, Brandon Chinaea, Laura Nelson – At the Jan. 13 EF meeting Nelson was elected President and Wylie Vice President; Chinaea verbally reported the Statement of Activities: Income of \$140,391; \$10,400 Marketing & Advertising expense; \$146,139 Contracts & Professional Fees, mainly to ROC Ventures for EF startup costs and Executive Director Stipend, with website creation costs; \$4,392 video-editing and membership software; and \$525 Travel; Chinaea then reviewed EF Goals: 2 new events signed annually; 3 leads processed monthly; 1 event attended monthly; 1 partnership signed up monthly; Activities include: Snowvana is scheduled for November 9, 2025 featuring up to 70% off snow gear and skiing accommodations, an association meeting at the Polish Center and hotel stay nights; Pickleball and other recreational events will be pursued; Sports ETA will be attended; staffing will be sourced on the limited budget; a partnership with Caprile Marketing was discussed and it was decided it focused on different target markets, Regetz will inform Caprile Marketing.

- V. Unfinished Business – Regetz reported that there were no hotel tax receipts since the last meeting, so there would not be a check this month.
 - A. Investment vision for retained funds – Chairman Schaefer continued the discussion citing high activity in the EF presentation, so maybe more funding can be sent to them, Elliott concurred; Schaefer suggested that a consultant could be engaged to guide EF marketing efforts and Wylie advised waiting until after Sports ETA; Wesener asked what returns do Tourism Commission (TC) reserves get and Elliot suggested turning over the funds to EF for their management; Regetz will research what interest rate is received, if emails can be used to discuss investment options, and develop reserve projections; Schaefer will draft survey questions for the TC and review them with Regetz.

 - B. Banner Bracket Project – Permits need to be completed and work scheduled. Regetz will confirm if old brackets will be removed.



- VI. New Business - none
- VII. Voucher Approvals- none
- VIII. Next meeting- February 19, 6:00 p.m.
- IX. Adjournment – Motion by Wesener, second by Kuderski, to adjourn. Meeting adjourned.