

Village of Kohler
Tourism Promotion and Development Committee
July 28, 2023

In the absence of a chairperson, Deputy Clerk-Treasurer Cindi Gamb called the meeting to order at 12:00 p.m. Roll call was taken: Tarra Mikolyzk, Dirk Willis, Brett Edgerle and Pamela Butler Channel were present. Sanjiv Hulugalle arrived after roll call. Staff members present: Mike Kitzerow and Cindi Gamb.

Public comment – none.

Approve meeting minutes from July 7, 2022 – Motion by Tarra Mikolyzk, second by Brett Edgerle to approve the meeting minutes from July 7, 2022. Motion carried.

Business

1. Approve appointment of Chairperson of the committee – Motion by Brett Edgerle, second by Dirk Willis to approve Tarra Mikolyzk as the chairperson. Motion carried.
2. Review 2023 budgeted revenue and expenses – reviewed budget, no formal action taken. Plan to have meetings on a quarterly basis.
3. Request for funding the following projects:
 - a. 2023 Kohler Villager for Destination Kohler - \$5,400 – Motion by Brett Edgerle, second by Dirk Willis to recommend the Village Board approve \$5,400 for 2023 Kohler Villager for Destination Kohler. Motion carried.
 - b. 2022 community Christmas tree - \$5,000 – Motion by Dirk Willis, second by Brett Edgerle to recommend the Village Board approve an amount not to exceed \$5,000 for the 2022 community Christmas tree. Motion carried.
 - c. Village Fireworks and Fourth of July celebration, July 4, 2023 - \$23,995 – Motion by Dirk Willis, second by Brett Edgerle to recommend the Village Board approve an amount not to exceed \$23,995 for the Village fireworks and Fourth of July celebration, July 4, 2023. Motion carried.
 - d. 2023 Kohler Classic 5K/1 mile run/walk - \$3,191.50 – Motion by Tarra Mikolyzk, second by Brett Edgerle to recommend the Village Board approve \$3,191.50 for 2023 Kohler Classic 5k/1mile run/walk. Motion carried.
 - e. 2023 Kohler Holiday Arts & Crafts Fair - \$6,500 – Motion by Dirk Willis, second by Brett Edgerle to recommend the Village Board approve \$6,500 for the 2023 Kohler Holiday Arts & Crafts Fair. Motion carried.

- f. Replace American flags and poles - \$6,270 – Motion by Dirk Willis, second by Brett Edgerle to recommend the Village Board approve \$6,270 for American flags and poles. Motion carried.
- g. Purchase metal picnic tables - \$5,520 – Motion by Brett Edgerle, second by Dirk Willis to recommend the Village Board approve \$5,520 for metal picnic tables. Motion carried.
- h. 2023 Kohler Food & Wine - \$100,000 – in the past, the resort has sold out for this event. There was a 32% increase in room revenue in 2022 for the Food & Wine event. Motion by Tarra Mikolyzk, second by Brett Edgerle to recommend the Village Board approve an amount not to exceed \$100,000 for 2023 Kohler Food & Wine. Motion carried.
- i. 2023 Destination Kohler media plan - \$700,000 – the media plan is to drive traffic to the resort. Funds are used for: advertising on social media, print ads, digital ads; search engines; golf association marketing; google performance max; direct mailings. Motion by Brett Edgerle, second by Dirk Willis to recommend the Village Board approve an amount not to exceed \$700,000 for 2023 Destination Kohler media plan. Motion carried.

Adjournment

Motion by Tarra Mikolyzk, second by Dirk Willis to adjourn the meeting at 1:20 p.m.
Motion carried.

Cindi Gamb Deputy Clerk-Treasurer