

Village of Kohler
Tourism Promotion and Development Committee
March 12, 2024

Chairperson Tarra Mikolyzk called the meeting to order at 4:00 p.m. Roll call was taken: Tarra Mikolyzk, Dirk Willis, Ruben Cambero Sedano, Brett Edgerle and Pamela Butler Channel were present. Staff members present: Laurie Lindow.

Public comment – none.

Approve meeting minutes from July 28, 2023 – Motion by Dirk Willis, second by Brett Edgerle to approve the meeting minutes from July 28, 2023. Motion carried.

Business

1. Review 2023 and 2024 budgeted revenue and expenses – 2023 room tax revenue was \$1,202,524 with an additional amount of carryover from 2022 of \$1,668,458 for a total of \$2,870,982. 2023 expenditures equaled \$855,876 leaving a carryover balance of \$2,054,417 going into 2024. Budgeted revenue for 2024 is \$1,250,000. Total funding available for 2024 and future years equals \$3,304,417.
2. Request for funding the following projects:
 - a. 2024 Kohler Villager for Destination Kohler - \$5,400 – Motion by Tarra Mikolyzk, second by Brett Edgerle to recommend the Village Board approve \$5,400 for 2024 Kohler Villager for Destination Kohler. Motion carried.
 - b. 2023 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 2023 Community Christmas tree. Motion carried.
 - c. Village Fireworks and Fourth of July celebration, July 4, 2024 – Not to exceed \$26,000 – Rain date will be July 5. The Kiel Municipal Band has asked to have QR codes posted at the park for attendees to scan in order to have words to sing along with the music available. Motion by Brett Edgerle, second by Dirk Willis to recommend the Village Board approve an amount not to exceed \$26,000 for the Village Fireworks and Fourth of July celebration, July 4, 2024. Motion carried.
 - d. 2024 Michael Hunter Weekend - \$10,000 – This is a new event in an effort to have special events year around. Michael Hunter is a Canadian author of The Hunter Chef Cookbook and co-owner of Antler Kitchen & Bar. He will lead guests for live fly fishing followed by dinner. Motion by Brett Edgerle, second by Dirk Willis to recommend Village Board approve \$10,000 to fund Michael Hunter Weekend event. Motion carried.

- e. 2024 Comedy Night, Saturday, April 6 - \$14,000 – Motion by Dirk Willis, second by Brett Edgerle to recommend Village Board approve funding 2024 Comedy Night on Saturday, April 6 for an amount not to exceed \$14,000. Motion carried.
- f. 2024 In Celebration of Chocolate - \$15,000 – Motion by Dirk Willis, second by Brett Edgerle to recommend Village Board approve funding 2024 In Celebration of Chocolate for an amount not to exceed \$15,000. Motion carried.
- g. Granicus software for short-term rental compliance - \$3,780 – This software will assist in identifying short-term rental properties and provides compliance monitoring. The annual agreement covers twelve months of monitoring. Motion by Brett Edgerle, second by Dirk Willis to recommend Village Board approve purchasing Granicus software for short-term rental compliance for one year at a cost of \$3,780. Motion carried.

The 2024 Destination Kohler media plan for \$1,700,000 will be presented at the next meeting. The next meeting is scheduled for Tuesday, April 16 at 4:00.

Adjournment

Motion by Tarra Mikolyzk, second by Dirk Willis to adjourn the meeting at 4:32 p.m. Motion carried.

Laurie Lindow, Clerk-Treasurer