

Village of Kohler
Tourism Promotion and Development Committee
October 30, 2024

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

Public comment – none.

Approve meeting minutes from April 16, 2024 – Motion by Brett Edgerle, second by Pamela Butler Channel to approve the meeting minutes from April 16, 2024. Motion carried.

Business

1. Review 2024 budgeted revenue and expenses – Budgeted revenue for 2024 is \$1,250,000, with a carryover of \$2,121,492 for an estimated total fund balance of \$3,371,492. Approved expenditures for 2024 are \$1,586,030 year to date. Third quarter room tax was received for \$743,935 with projected actual about \$1,300,000. Budgeted revenue for 2025 is \$1.4M based on projected room tax revenue from Kohler Co.
2. Request for funding the following projects:
 - a. 2024 Kohler Classic 5K/1 Mile Run/Walk – Additional \$1,060.11 – Marketing expenses were greater due to the increase in runners. The number of runners participating doubled from the prior year. The committee has approved funding of \$4,130.23 and the request is for additional funding of \$1,060.11 for a total of \$5,190.34. Motion by Ruben Cambero Sedano, second by Pamela Butler Channel to recommend Village Board approve additional funding the 2024 Kohler Classic 5K/1 Mile Run/Walk for \$1,060.11. Motion carried.
 - b. 2024 Kohler Food & Wine - \$250,000 – This event took place October 17 through October 20, 2024 and was very successful as the weather was perfect. This event is the largest annual event hosted by the resort providing consistent growth in room revenue year over year and a significant amount of media coverage. Motion by Brett Edgerle, second by Ruben Cambero Sedano to recommend Village Board approve funding the 2024 Kohler Food & Wine for \$250,000. Motion carried.
 - c. Update on Destination Kohler 2024 Media Plan - \$1,500,000 – The 2024 media plan uses convergent tactics to build awareness and is focused on driving traffic to the resort by incorporating all businesses. The concentration builds impressions using a funnel approach incorporating a living campaign,

looking campaign and finally booking campaign. Comprehensive search engine marketing uses key words to direct consumers without duplication.

The next meeting is scheduled for Wednesday, January 29 at 4:00.

Adjournment

Motion by Tarra Mikolyzk, second by Brett Edgerle to adjourn the meeting at 4:28 p.m.

Motion carried.

Laurie Lindow, Clerk-Treasurer