

Village of Kohler
Tourism Promotion and Development Committee
February 25, 2026

Chairperson Tarra Mikolyzk called the meeting to order at 4:00 p.m. Roll call was taken: Tarra Mikolyzk, Brett Edgerle, Pamela Butler Channel, Dirk Willis and Justin Gephart were present. Staff members present: Valerie Wandschneider and Cindi Gamb.

Public comment – none.

Approve Meeting Minutes from April 16, 2025 – Motion by Brett Edgerle, second by Dirk Willis to approve the meeting minutes from April 16, 2025. Motion carried.

Business

1. Review 2025 Revenue and Expenses – the 2025 revenues and expenses were reviewed.
2. Request for Funding the Following Projects:
 - a. Kohler Athletic Bomber Boosters 2026 Kohler Classic 5K/1 Mile Run/Walk – Holly Kehoe presented the request for \$6,685. Motion by Dirk Willis, second by Brett Edgerle to recommend the Village Board approve the request for \$6,685 for the 2026 Kohler Classic 5K/1 Mile Run/Walk. Motion carried.
 - b. The Kohler Villager page for Destination Kohler for 2026 - \$5,400
 - c. 2026 Granicus Subscription for monitoring vacation rentals - \$4,365.90
 - d. Shops at Woodlake Kohler 2025 Holiday tree - \$5,000
 - e. Destination Kohler request for 2026 Food & Wine - \$250,000
 - f. Destination Kohler request for 2026 Kohler Wisconsin's annual media plan – not to exceed \$2,000,000
 - g. Village Fireworks and 4th of July Celebration - \$35,000

Motion by Brett Edgerle, second by Dirk Willis to recommend the Village Board approve the following requests for tourism funds:

- \$5,400 Kohler Villager
- \$4,365.90 Granicus Subscription
- \$5,000 2025 Holiday tree

Motion carried.

Motion by Dirk Willis, second by Brett Edgerle to recommend the Village Board approve \$35,000 for the fireworks and 4th of July celebration. Motion carried.

Motion by Brett Edgerle, second by Dirk Willis to recommend the Village Board approve \$250,000 for 2026 Food & Wine. Motion carried.

The request for the 2026 Kohler Wisconsin's annual media plan will be discussed at the next meeting on April 29 at 4:00 p.m., along with discussion on a contingency fund and any requests for funding.

Adjournment

Motion by Tarra Mikolyzk, second by Dirk Willis to adjourn the meeting. Motion carried. The meeting adjourned at 5:11 p.m.

Cindi Gamb, Clerk/Treasurer