

Village of Kohler  
Tourism Promotion and Development Committee  
March 2, 2010

Chairperson John Egan called the meeting to order at 7:30am. Roll call was taken: John Egan, Steve Jaberg, Stephen Beaumont, Lynn Rousse and Scott Silvestri were present. Staff members present: Bruce Neerhof and Laurie Lindow.

Public comment – None.

Approve meeting minutes – Motion by Steve Jaberg, second by Stephen Beaumont to approve the meeting minutes from January 5, 2010. Motion carried.

Business

1. Request from Public Works for replenishing bark chips around the perennial beds located in the median of CTH Y prior to the 2010 PGA Tournament in August – Kohler Co. Landscape department planted low maintenance perennials in the median of CTH Y and by agreement the Village took over maintenance. Due to budget constraints, Bruce is requesting funding of \$900 from the Tourism fund to replace bark chips in the planted beds by Ultra Mulch when the cemetery is done this spring. The free chips provided by the village last year are not of the same color or quality. The planted beds need sprucing up for the PGA Tournament in August. Motion by John Egan to approve funding 50% of the cost of replacing the bark chips in the median of CTH Y for this year only. The motion failed due to lack of a second. Other committee members questioned the appropriateness of funding a maintenance expense and how the item is tourism related.
2. Request for funding a PGA Championship Museum Exhibit – There is an opportunity to bring the PGA Championship Traveling Museum back to the Shops at Woodlake Kohler in 2010. The Kohler Co. has agreed to donate rent for the space in the Baker annex for this purpose and to install new carpeting. The exhibit would be open from April 25 through August 22, 2010 and would include signature items from each of the previous PGA Championships and the Wanamaker Trophy for some duration of time. In 2004, Tourism funds provided \$20,000 for the traveling museum and generated traffic of approximately 3,000 visitors to the exhibit. Funding of \$15,000 is requested for the 2010 exhibit as volunteer staffing of the museum is being considered to reduce labor costs. Staffing may be done by local service organizations. Motion by Steve Jaberg, second by Lynn Rousse to approve the request for funding a PGA Championship Museum Exhibit at the Woodlake Shops from April 25 through August 22, 2010 at a cost not to exceed \$15,000. Motion carried.
3. Request from Clerk/Treasurer for Village brochures – The current Village of Kohler brochure provided to new residents and tourists was developed about fifteen years ago and needs to be updated to reflect current information. The brochure and subsequent printing costs have been funded by Tourism funds in the past and the supply of current brochures is depleted. Laurie is proposing

engaging Lisa Lehmann, Lehmann Photo Art & Design to design a new brochure to have available prior to the PGA in August at a cost not to exceed \$2,000. The new brochures could also be distributed to local real estate agencies and other organizations to help advertise the amenities available and to promote residential sales in the Village. Motion by Scott Silvestri, second by Stephen Beaumont to approve funding for Lehmann Photo Art & Design to design a new Village brochure for a cost not to exceed \$2,000. Motion carried.

4. Update on the effectiveness of approved projects and budget update – A budget update was provided to the committee by Laurie. Current approved projects in process run through April and will be reported on at a later date. Weekend room bookings have been good with up to 90% occupancy, but there has been little activity during the week and group bookings.

The next meeting is scheduled for Tuesday, April 6, 2010, at 7:30 a.m.

Adjournment - Motion by Steve Beaumont, second by Lynn Rouse to adjourn. Motion carried. The meeting adjourned at 8:02 a.m.

---

Laurie Lindow, Clerk-Treasurer