

NLBA Minutes of August 1st, 2018

Call to order: The North La Crosse Business Association monthly meeting. The NLBA meeting was held at the Black River Community Center, La Crosse, WI on Wednesday, August 1st, 2018 at 8:00 a.m.

Presiding; Nick Roush, President.

Members in attendance: Linda Heilman, Andrea Richmond, Nick Roush, Ed Cooke, Mike Collins, Chris Olson, Sharon Earp, Tami Plourde, Rich Rice, Angela Seeger, A.J. Frels, Derek Mueller, Barb Janssen, Dane Lamb, Kevin Zagrodnick, Matthew Christen, Bob Blaschke, and Jeanie Blaschke.

Approval of minutes: Motion was made and voted to approve the minutes of the July 11th, 2018 meeting.

Treasurer's Report: The balance in the checking account as of this date is:

NLBA Balance: \$3,626.97 and UPTOWNE Balance: \$8,567.09.

EAGEL VIEWING PLATFORM UPDATE:

Current Business:

Eagle Platform Update by President, Nick Roush

- Randy Turtenwald checking on pricing costs for electricity
- Major questioning: Moving the Player Statue to the Eagle Platform area
- (Is there room for this and is there funding)?
- Mayor Kabat supports the move
- There is left over \$\$ (dollars) from the project for maintenance
- Plans for a meeting on the 14th or 15th of August (no exact date has been set)

North La Crosse Façade Grant Program

- The city has had huge responses to this grant program
- \$50K out of \$60K has been granted to businesses
- Chris Olson (Sports Nut) stated his building dates back to 1889 when the building actually served as a meat market. He plans to put in new wrought iron fencing, new doors, stucco, and painting. Chris also stated he has an outdoor patio most people are not aware of and has plans are to make that area more visible.
- Remember: The next application deadline if September 30th 2018

NLBA Board Meeting Work Groups: Moving Forward

- We are in the process of holding a meeting for all of the work groups
- Specific times, dates and locations will be decided and scheduled sometime-end of August – “stay tuned”
- More will be followed and announced in September

Chamber of Commerce: Vicki Markussen – (Angela Seeger on behalf of Vicki)

- Premium resort tax will be on the November ballot
- Talks about \$56.00 wheel tax to raise money for fixing the roads
- The La Center is in the process of talks –over the next 30-60 days

Andrea Richmond: Council Member

- The prior Good Steward property is for sale (corner lot)
- Burger King needs to be torn down (This property is owned by Bridgeview Plaza)
- Burger King is becoming a “community center” for drugs and individuals camping out in the building (Officers are now patrolling the bldg. and placing crime watch signs)
- Badger Park – 2019
- Tif 13 – Kwik Trip (Possibly an opportunity for development)

Barb Janssen: Council Member

- There was a huge **drug bust** on the 1200 block of Avon Street
- Copeland Park “clean up” went very well (35 volunteers)
- Dan Kapanke served lunch to all that helped (Thank you, Dan)!
- CIP approved (multiple meetings)
- August 20th – Capital Improvement Committee @ 4pm (City Chambers)

Explore La Crosse: at explorelacrosse.com (A.J. Frels)

- We opened the Great River Landing “Welcome” Center in June and saw 547 visitors in the first month.
- We were very happy with the La Crosse Area Day at Miller Park. 1100 people were in attendance.
- We have a new advisory board member, Clinton Torp.
- Our Riverside lease has been renewed locking us into that location until 2020.
- We have an unbudgeted marketing campaign. In early June, I heard from some of our lodging partners that occupancy was down somewhat in July and August. With that news, we made a plan to target the MSP area to for leisure travel. Our campaign attracts families promoting outdoor activities. It will run from July 2nd through the end of August. Since the campaign started, we have seen an increase on our website from the MSP area and up 91% and if the 91%, 73% are new users.
- Country Boom went well despite the rain.
- On August 22nd we will have 450 motorcycle riders in the area. American Legion Riders are coming through the area and will be spending the night with us.

Tami Plourde: Pearl Street Brewery (Liquor Licenses)

At present there is a lack of uniformity for temporary liquor licenses. It would be in the best interest of all to revisit, and rewrite the city ordinances on this matter. Many things have changed over the years.

WELCOME NEW MEMBERS:

- Prizm Print & Label – Rich Rice (Print & Design)
- North Country Steak Buffet – Tom Obrien (Restaurant)

EVENT:BIKE FEST

- Labor Day Weekend 2018 is “Bike Fest”
- For more information log onto:www.bicyclelacrosse.com

Adjournment: The meeting was adjourned at 9:05a.m.

Our next meeting will be held on Wednesday, September 5th 2018

Respectfully Submitted,

Jeanie Blaschke
Secretary
NLBA

August 7th, 2018