

NLBA Minutes of December 5th, 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, December 5th, 2018 at 8:00 a.m.
Presiding; Nick Roush, President.

Members in attendance: Linda Heilman, Officer Dale Gerbig, Andrea Richmond, Elaine Yaeger, Jay Patel, Mike Collins, Nick Roush, Kevin Zagrodnick, A.J. Frels, Sue Stika, Sharon Earp, Matthew Christen, Cheryl Dennison, Kaley Jacobson, Dan Kapanke, Brian Knobloch, Derek Mueller, Karla Doolittle, Chris Olson, Tami Plourde, Sue Stika, Vicki Markussen, Bob Blaschke, and Jeanie Blaschke.

Approval of minutes: Motion was made and voted to approve the minutes of the November 7th, 2018 meeting.

Treasurer's Report: The balance in the checking account as of this date is:
NLBA Balance: \$4,723.92 and UPTOWNE Balance: \$8,192.09.

EAGEL VIEWING & Exit 3 UPDATE:

Current Business:

Highway 53 Plan:

- 100K for the corridor stays in the budget (Approved, CIP)
- 50K for Streetscaping (Benches, Lighting, Trees)
- 50K for façade grant expansion (La Crosse River to Exit 3)

LIGHTS OVER NORTH LA CROSSE EVENT/Kaley Jacobson:

- The event went well
- Suggestion was made to keep the event to one hour 5 – 6 P.M.
- Next year more volunteers will be needed
- Better chairs or possibly have someone build a sleigh for Mr. & Mrs. Claus (Kaley offered to check into this)
- The fireworks were **SPECTACULAR!**
- The placement of fireworks was crowded (possibly move this portion of the event to a new location within Copeland). Comments were made – very tight quarters for the event and all the participants
- Work on securing “corporate sponsors” for next year (Electrical Company)?
- Suggestion – Not to light the sponsored trees until the evening of the event
- **THANK YOU** to all the volunteers who helped make this event memorable: Ruth & Dan Kapanke, Elaine & Phil Yaeger, Andrea Richmond, Tami & Sprout Plourde, Steve & Sharon Earp, Karla Doolittle, Brian Knobloch, Mike Collins, Derek Mueller, the Avid group, Kaley Jacobson and Nick Roush. (If I have left anyone out – I Thank You, too)!

NLBA Events & Marketing: Moving Forward

- Kaley Jacobson, Events and Marketing Group meeting will be held December 17th @ 10:00. Location: Pogreba'
- The NLBA brochures are almost completed
- NLBA - with Northside business/members – a “Coupon/Card” (more in depth discussion at the next meeting) Possibly an electric card/reward program to be used year round
- Discussion on the business “Christmas cards” to be addressed at the next meeting
- Working on a new website
- Planning a social in the spring
- Discussion on the 2019 “Block” party
- Fund raising events

President, Nick Roush: Membership

- To date we have 70 members

January 2019: NLBA & La Crosse Chamber (assisting):

- Beginning –January 2019 the La Crosse Chamber begins to take over the NLBA Membership List, with annual billing (each January-prorated this year to those members according to your previous payment)
- On line applications will be available
- The Chamber will hold our (NLBA) membership list
- Website: interface with the Chamber, listed individual or linked (PDF)
- The Chamber is working on a revised membership list and website update

A “Sincere” special Thank You!

On behalf of the NLBA we wish to extend a very, special thank you to **Michelle Wojtowicz** for all her years of volunteering with the membership, billing invoices, collecting payments and her endless hours on the phone helping assist us with the details. Fantastic job, Michelle! With sincere appreciation from all of us ☺

Officer Dale Gerbig:

- Discussed recent hit and run crash (George & Logan location)
- Additional cameras are need in multiple areas on the Northside
- “Project Blue Light” - Businesses/residential homes, purchasing high quality cameras
- Officer Gerbig spoke about “My LAX” app-down loading for inspection, violation and clean up
- Sergeant John Wenger will soon have a one page information sheet explaining this information

Chamber of Commerce: Vicki Markussen

- Opportunity Zones: On December 14th at 8:00 a.m. the La Crosse Chamber of Commerce will hold an Investors/Capital Gains reinvest event
- La Crosse Center – New Design (West option over the road –not in the park
- Vicki filled in more details (overview) of what the Chamber’s role and plans for assisting with the NLBA

Andrea Richmond: Council Member

- Eagle platform-need to order the statue and base (Andrea will connect with Randy Turtenwald)
- Plans to move forward with the project in the spring
- Contracts -need signatures, money has been approved
- In need of cameras by the Boys & Girls Club and Go Rite Way as well as Clinton & Caledonia
- Burger King has been purchased by a company called Three Amigos
- Jay Odegaard will temporarily replace Steve Carylton
- Badger-Hickey project approved (Money for this project was approved as well)
- Jason Gillman discussion on the properties in the "flood plan"
- Discussion on the buy out of homes however- can not be piece meal properties

Scott Neumeiter: Council Member

- Not available at this meeting

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

- We are wrapping up the Visitors Guide and it should be out in early January 2019
- Jeremiah booked the National High School Fishing Tournament for 2020 and 2023. He is in the process of booking the Wisconsin High School Ice Fishing Tournament
- To provide better representation for our members, we are in the process of adding touch screen computers in Onalaska, Holmen, Campbell and West Salem. For Onalaska, this will be an additional computer for our map. Per directions from Dan Wick, we installed a second digital map for Onalaska at the Omni Center. If you would like one in a location in North La Crosse, please let us know.
- Our new officers for 2019 are as follows: Laurie Pfaff (President), Pamela Maas (Vice President), Chris Roderique (Treasurer), and Michael Hesch (Secretary)
- We continue to work with La Crescent and the Best Western to get them on board as part of Explore La Crosse. They understand they will need to pay 2.8% to be a part of Explore La Crosse. So far now, it sounds like they are looking at a 6% room tax.
- Thanks to Mayor Chilsen, we were able to take advantage of an outstanding opportunity. We have an agreement with Hot Line Freight to put 30" X 60" graphics on 250 of their trailers.
- The staff and I attended the Fall Tourism Conference in Stevens Point on November 8th and 9th. Explore La Crosse won a statewide award for our efforts in an online promotion. We won a state award for our online: "Local Stuff" campaign.
- Megan and Brent have started to do Facebook live broadcasts. They will be moving around the country to highlight what we have to offer.
- We have signed a contract to move our digital billboard ads to the double-sided billboard next to the Harley Shop. This started December 3rd.
- I will handout our 90 day report today

Adjournment: The meeting was adjourned at 9:25a.m.

Our next meeting will be held on Wednesday, January 2nd 2019

Respectfully Submitted,

Jeanie Blaschke
Secretary
NLBA

December 10th, 2018