

NLBA Minutes of March 7th, 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, February 7th, 2018 at 8:00 a.m.
Presiding; Nick Roush, President.

Members in attendance: Linda Heilman, Andrea Richmond, Dax Connely, Sharon Earp, Kaley Jacobson, Nick Roush, Elaine Yaeger, Ed Cooke, Mike Collins, Brian Knobloch, Chris Olson, Matthew Christen, Barb Janssen, Kelley Becker, Derek Mueller, A.J. Frels, Bob Blaschke, and Jeanie Blaschke.

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

Treasurer's Report: The balance in the checking account as of this date is:
NLBA Balance: \$4,488.71 and UPTOWNE Balance: \$9,357.99

Current Business:

The committee for our June 2nd Caledonia Street "Jazz Street" dance/all day event will meet Monday, March 12th from 5:00 – 6:30 at Pogreba'.

Eagle Viewing Statue Update:

- Paul Borshiem contacted Real Tree: quote of \$10 – 15K for the base to hold the eagle statue.
- The landscaping and lighting should be very doable.
- The current budget is \$100K. If broken down into \$25K increments there would be no need for the open bidding process.
- Poellinger Electric would charge their regular rate (not State or Federal) and charge only 10% mark up for materials. The statue area is extremely close to an existing power supply.
- Nick will check with Echo Landscaping for bids on landscaping.
- The Eagle area is to be finished after the frost is gone (spring weather).

Facade Grant Update (by Nick Roush):

- Map is created for TIF district 7 and radius area
- Final qualifications and funds should be completed by the end of March
- The committee is waiting for the final draft
- Available is \$60K – the grant matches dollar to dollar with the maximum of \$10K. (This grant is NOT retroactive)
- Owner of tenant of the business may apply. If a tenant applies for this grant the property owner (landlord) must sign off on this to qualify.

Hwy 53 Corridor Plan Update:

- The committee is waiting for notice for the next upcoming “public meeting.”
- Bridgeview Plaza is now listed for sale. This would become a great opportunity for redevelopment.

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

- The group is moving forward on the Silent Sports Expo on May 19th
- Association of Great Lakes Outdoor Writers Board of Directors went very well.
- We had all “positive” reports from MOSES. Sounds like we are moving forward to book for next year.

We are currently working on the following groups:

- American Legion Riders District 7 Legacy Run
- X-Games –contact in Minnesota who has connections with the X-Games to see if we would be considered for a future Regional competition
- United States Australian Football League – working with USAFL to see if Onalaska would be considered to host a mini regional for selected teams in Minnesota and Wisconsin
- National Academy of Elder Law Attorneys- we recently completed a bid application to host future workshops of the NAELA (2020 and beyond)

Our Upcoming Shows:

- Wisconsin Governors Conference on Tourism March 11th – 13th
- La Crosse Area Day “First Pitch” is March 15th at the Moose Lodge

Bike Theft Problem (by Matthew Christen), owner of Wrench & Roll Collective:

There is an ongoing problem with bike theft in the La Crosse area. We will work with the community to provide secure bike stations and educate the bikers on the proper locks and techniques to secure their bikes.

GRAND OPENING: Gifted Hands Redesigned (Kelley Becker and Cheryl Dennison) will host their “Grand Opening” Friday, March 23rd from 9:30 a.m. to 6:00 p.m. The location is: 1200 Caledonia Street, La Crosse, WI 54603. (608/784-4500) Currently they have 36 vendors selling their goods. Stop by to say “hi” and check out Gifted Hands Redesigned.

Adjournment: The meeting was adjourned at 9:00 a.m.

Our next meeting will be held on Wednesday, April 4th, 2018.

Respectfully Submitted,

Jeanie Blaschke
Secretary
NLBA

March 12th, 2018

