

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

**Members in attendance:** Linda Heilman, Sergeant Jon Wenger, Marty Schmal, Elaine Yaeger, Dane Lamb, Mike Collins, Nick Roush, Ryan Iverson, Kaley Jacobson, Dan Kapanke, Brian Knobloch, Diana Hobson, Derek Mueller, Karla Doolittle, Chris Olson, Scott Neumeister, Sue Stika, Vikki Markussen, Bob Blaschke, and Jeanie Blaschke.

**Approval of minutes:** Motion was made and voted to approve the minutes of the October 3rd, 2018 meeting.

**Treasurer's Report:** The balance in the checking account as of this date is:  
**NLBA Balance: \$4,155.25 and UPTOWNE Balance: \$8,192.09.**

## **EAGEL VIEWING & Exit 3 UPDATE:**

### **Current Business:**

#### **Highway 53 Plan:**

- CIP approved
- 100K for the corridor stays in the budget
- 50K for landscaping
- 50K for façade grant (La Crosse River to Exit 3)
- Old Mobile property sites (Master developers-multi pre-developers)

#### **NLBA Board Meeting Work Groups: Moving Forward**

- Kaley Jacobson, updated us on the Events and Marketing Group
- The NLBA brochure has been revised
- NLBA - with Northside business and members – a “Coupon Book/Card” is in the works (Stay tuned for more details to come)
- Additional Media coverage

#### **Caledonia Street Holiday Shop: (Small Business Saturday)**

- The event will be held Saturday, November 24<sup>th</sup> from 9 A.M -5 P.M.
- Pick up a “Holiday Shop Hop” card at any of the participating businesses. Then see how many businesses you can visit and get your card stamped
- Turn your card in at the last place you visit and you will be entered into prize drawings valued at over \$500.00!

\*\*One entry per person, you must have at least 15 businesses on your card to be eligible! Grand prize: \$250.00 value, 10 additional prizes at \$25.00 each. Drawings will be Monday, November 26<sup>th</sup>.

### **LIGHTS OVER NORTH LA CROSSE EVENT:**

- **SATURDAY, NOVEMBER 24<sup>th</sup> from 5:00 – 6:30 P.M. (Copeland Park)**  
Bring the Family, all are welcomed!
- The Christmas Cards along Copeland will remain the same as last year for business (too late for any changes)
- Sponsor Sign Banner (Tami Plourde has kindly offered to make this year's banner)
- President, Nick Roush will flip the switch
- Tammy Woodruff (on behalf of Betty) will bring the children's gifts
- Volunteers to date: Nick Roush, Dan & Ruth Kapanke, Scott Neumeister, Derek Mueller, Andrea Richmond, Elaine Yaeger, Steve & Sharon Earp, Brian Knobloch, Karla Doolittle and Mike Collins
- Advertising (event) Posters: Linda Heilman, Scott Neumeister and Diana Hobson have offered to help distribute (50-11 X 17 posters were made). Thank you to all of you!!
- Discussion and feedback on serving beer and wine at this event has been tabled for our next NLBA meeting. (Many permits, license, proof of insurance, etc. would need to be secured) Hopefully, a decision can be reached at our December meeting.
- FIREWORKS: Marti Schmal attended our meeting today and informed us he and his team need to move the location of where they shoot off the fireworks due to safety concerns.
- The NLBA members approved a motion to increase our contribution for the fireworks display to \$500.00 which will be matched by the Skyrockers. This should be a fantastic display.

### **Sergeant Jon Wenger:**

- Discussed current problems and the need for public vigilance
- Local businesses are looking at funding for more cameras

### **Chamber of Commerce: Vicki Markussen**

- The PRAT referendum passed by a significant margin and will now go to the State assembly
- Dan Kapanke mentioned we need to reach out to Jill Billings on this issue
- Business owners need to explain this (PRAT) to their employees as most employees do not understand this situation
- It is in the works: the Chamber will be taking over the NLBA billing and accounts receivable starting January 1<sup>st</sup> 2019. The billing cycle will be annually January to December. If you have paid your membership dues – all will be prorated billed according to your payment.

### **Andrea Richmond: Council Member**

- Not available at this meeting

**Scott Neumeiter: Council Member**

- Parking in the college area is an issue
- PRAT is at the State level
- Scott mentioned tax is on everyday items, effecting vendors and small businesses and well as the general public

**Explore La Crosse: at [explorelacrosse.com](http://explorelacrosse.com) (A.J. Frels)**

- Not available at this meeting

**WELCOME NEW MEMBERS:**

- Hopefully, many for next month☺

Adjournment: The meeting was adjourned at 9:20a.m.

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

Respectfully Submitted,

Jeanie Blaschke  
Secretary  
NLBA

November 14th, 2018