

NLBA Minutes of October 3rd, 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, October 3rd, 2018 at 8:00 a.m.
Presiding; Nick Roush, President.

Members in attendance: Linda Heilman, Andrea Richmond, Nick Roush, Sharon Earp, Tami Plourde, Elaine Yaeger, Dane Lamb, Dax Connelly, Kaley Jacobson, Dan Kapanke, Brian Knobloch, Diana Hobson, David Miller, Karla Doolittle, Barb Janssen, Cheryl Dennison, Julie Connely, Rika Beckley, Vikki Markussen, Stephen Trussoni, Bob Blaschke, and Jeanie Blaschke.

Approval of minutes: Motion was made and voted to approve the minutes of the September 5th, 2018 meeting.

Treasurer's Report: The balance in the checking account as of this date is:
NLBA Balance: **\$4,296.81** and UPTOWNE Balance: **\$8,567.09.**

EAGEL VIEWING & Exit 3 UPDATE:

Current Business:

Eagle Platform/Exit 3 Update:

- The City has the funding available to complete this project

NLBA Board Meeting Work Groups: Moving Forward

- Kaley Jacobson, updated us on the Events and Marketing Group
- Dane Lamb is working on a new NLBA brochure
- A new membership application is in the works
- A new website is in the works

Torchlight Parade:

- The NLBA states a "Special, Thank You" to Karla Doolittle for all your work before the parade (door to door) and Karla's judging for the contest!
- We say, "Thank You" Brain Knobloch for the Shopko coupons for this event!

Pancake Breakfast:

- The Pancake Breakfast was held Sunday, September 30th
- The food was great but the weather was not
- Ticket Sales – were over \$900.00 (the best we have ever done)☺
- Thank you, Thank you to all of the volunteers who helped out with this event!

LIGHTS OVER NORTH LA CROSSE EVENT:

- The event will take place on Saturday, November 24th 2018
- Time frame: 5:00 P.M. to 6:30 P.M. Ending with spectacular Fireworks!
- Location: Copeland Park on the North Side of La Crosse
- The details are in the works
- We are looking for volunteers for that day
- We are looking for tree sponsors
- Watch for the November minutes after our NLBA meeting, the details will be completed at that time
- This is a “GREAT” fun, family event for everyone☺

Chamber of Commerce: Vicki Markussen

- The Chamber will be handling the NLBA invoices, billing and the membership listing

Andrea Richmond: Council Member

- Funding for the Eagle Platform OK – moving forward with this
- Badger Hickey Park: Looking to install new equipment (redo – behind Shopko)
- Wittenberg Park: Looking at possibly a housing development in that area, this is referred to the City Planning - 30 days. Plans are to have a neighborhood meeting
- Planting stages on track in the Eagle Viewing area
- Budget time is arriving – deciding on dollars to spend on City Capital improvements

Scott Neumeiter: Council Member

- Not available at this meeting

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

- Not available at this meeting

WELCOME NEW MEMBERS:

- Dee’s Auto Care Specialists – David Miller

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

Our next meeting will be held on Wednesday, November 7th 2018

Respectfully Submitted,

Jeanie Blaschke
Secretary
NLBA

October 5th, 2018

