

NLBA Minutes of October 2nd, 2019

Call to order: The North La Crosse Business Association monthly meeting. The NLBA meeting was held at the Black River Beach Community Center, La Crosse Wisconsin on Wednesday October 2nd, 2019

Presiding; Nick Roush, President

Members in Attendance: Kevin Zagrodnick, Mandy Rousch, Barb Janssen, Kaley Jacobson, Nick Rousch, Matthew Christen, Diana Hobson, Ben Kapanke, , Abby Voye, Linda Heilman, Michelle Skemp, Karla Doolittle, Derek Mueller, Jay Patel , Chris Olson, Bob Blaschke, Sue Stika

Beginning Balance: \$13,205.23

Uptowne Balance: \$7,828.59

Ending Balance NLBA: \$6,113.13

MEETING:

- ~ Record number of tickets sold for pancake breakfast
- ~ Thank you to all volunteers and everyone who purchased tickets or sold tickets!
- ~ New meeting format—3 spotlight businesses each month

MEMBERSHIP: Nick

(Meets second Tuesday of every month at River Bank at 9am)

EVENTS & MARKING: Kaley

(Meets second Tuesday of every month at River Bank at 9am –currently)

~Events focus in on Lights Over North La Crosse

-looking for additional volunteers to help grow this event Saturday November 30th

- current volunteers are:

Karla Doolittle

Linda Heilman

Diana Hobson

Kaley Jacobson

Derek Mueller

Mandy Rousch

NORTH LA CROSSE GROWTH & DEVELOPMENT WORKGROUP: Nick

(Meets the first Wednesday of each month immediately following the monthly NLBA meeting)

~\$100,000 plan of how to spend the money before the November budget meeting

CHAMBER OF COMMERCE: na

EXPLORE LA CROSSE: na

COUNCIL UPDATES: na

BUSINESS SPOTLIGHT

Three Sixty Real Estate-Michelle Skemp (Marketing Director)

- ~ Grown by 51% in two years (plan, develop, and manage)
- ~ 21 years of business
- ~ “Skin in the Game” business philosophy
- ~ Residential, Campus Housing & Commercial Properties

La Crosse Loggers—Ben Kapanke (General Manager)

- ~ Players come from across the country to be a part of the Northwoods League
- ~ Bridge to get to minor league baseball
- ~ 17 Years in La Crosse
- ~” The Lumberyard” also an event center (corporate outings, music venue, movie nights)
- ~ 36 games in La Crosse over the summer

Root Down Yoga-Mandy Rousch (Co-Owner)

- ~ 8 years of business
- ~ Grand Opening was 11-11-11
- ~ Sold out first class with #70 people
- ~ 1217 Caledonia Street
- ~ Offers classes to all ages, all abilities, and all sizes (men, women, and kids)
- ~ Business name was derived from a restaurant in Denver along with how yoga makes you “root down”

Adjournment: Meeting was adjourned at 9:04am

Next Meeting will be: Wednesday November 6th, at 8am at Black River Beach

Kaley Jacobson
October 7th, 2019