

Minutes November 6<sup>th</sup>

Treasurers Report:

Beginning Balance: \$13,941.73

Ending Balance: \$12,076.73

NLBA: \$4,986.34

Uptowne: \$7,828.59

Hwy 53: the plan is progressing

Eagle Statue: the preferred tree had flaws. They are moving forward with the second goal.

City

- Budget:
- On the city website.
- Scott Neumeister is on crutches

Chamber: working on a workforce attraction plan

LADCO:

- looking for sustainable economic development strategy
- Real estate solutions being worked on - ex. Bridgeview
- Global investment strategy - exports
- Leading talent retention (keep them here)
- Residential housing
- Railroads trans loading
- Retaining businesses we have to keep good-paying jobs in the area

M/S/C Elaine and Linda to add LADCO as a standing agenda item for updates

Highlighted businesses:

- Mark Jewelers: Karla Doolittle
  - 1931 formerly Paul Onsrud. Her dad bought in 1962. She bought it in 1982. Goldsmiths with her for 28 years.
  - Shop hop on Small Business Saturday on Caledonia St. Right before Lights over North La Crosse
- Hack's Vintage: Cathy & Chris. Old B & B Auto on Caledonia. 50-70s "funky stuff" including furniture, clothing, jewelry and art. Took a year to renovate (and still going). They're participating in the shop-hop.
- RiverBank: Kevin, Linda and Brad
  - They have a financial advisor arm that can write anything.
  - Commercially they have loans available.
  - Smart business checking: 100 transactions and \$100 minimum.
  - Remote deposit capture. Run checks through a machine.

Lights Over North Over La Crosse

- Volunteers are needed
- There is a planning meeting next week or email, text, call with details you can help with.
- Posters to promote it are available.
- Share the facebook page that will be up.

- Kaley ran through needs.
- Tree Sponsorships: went out about a week ago. Letter to existing now on to all. \$100 to sponsor. Recognition is. Banner that hangs throughout the season.
- Parks is budgeting for wiring next year.

Neighborhood Resource Officer: Dale Gerbig. Department is very full with the tragic event over the weekend. People sharing their video surveillance has been very helpful and providing witness accounts.

Matthew: Wrench & Roll is moving to Caledonia Street. It has 500 more square feet. Much more foot traffic. They will have a rebrand opening on Nov. 30. 1200 Caledonia St., La Crosse.