

NLBA Minutes of April 3rd, 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 April 3rd, 2019

Presiding; Nick Roush, President

Members in Attendance: Andrea Richmond, Linda Heilman, Bob Blaschke, Scott Neumeister, Steve Earp, Kevin Zagrodnick, Sharon Earp, Derek Mueller, Elena Pantoja, Diana Hobson, Leah Turner, Tami Plourde, Joe Katchever, Dane Lamb, Dan Kapanke, Ryvan Iverson, Aaron Juneau, Kirsten Gamoke, Vicki Markussen, Mike Collins, Paul Borsheim, Kat Barkhahn, Jay Patel, Dale Gerbig, Barb Janssen, Kaley Jacobson, Nick Roush

Guests: Jason Gilman

Beginning Balance: \$13,732.83

Deposits: \$950.00

Uptowne Balance: \$8,192.09

Ending Balance NLBA: \$5,540.74

Current Business:

~ Tami Plourde/Joe Katchever Member Spot Light:

20th Anniversary of Pearl Street Brewery

10th Anniversary of Sprout for Kids Foundation –Charitable giving foundation through PSB and OnThree Printing

\$34,000 in donations for 2018

Pearl Street Brewery App that gives all events partnering with the Brewery

Events Page on their Facebook Page

Hopeful to release can beers this summer!

~ Board Nomination for Leah Turner as new NLBA secretary

Approved by vote

Will take over for May's meeting & minutes

EVENTS & MARKETING: Kaley Jacobson

(Next Meeting Scheduled for Monday April 15th at Pogreba at 11am)

~ NLBA social rescheduled for Wednesday May 1st, 2019 at Black River Beach at 5:30pm

~ Lights Over North La Crosse

Secured Logan High School to build a Santa Sleigh for us!

Will begin construction next fall

NLBA will be responsible to purchase materials for sleigh

~ Block Party

Saturday June 1st

Caledonia Street 2pm-8pm

Family Activities 2pm-5pm, Food 5pm-8pm, Music by Greg Balfany at 6:30pm

Looking for MORE volunteers for this group

Stay tuned to email and facebook for event page

~ Oktoberfests—2019 no events on Northside fest grounds (Paul Borsheim)

New Event at Loggers Field Thursday Night—details TBD

Pancake Breakfast been moved to Boys & Girls Club

MEMBERSHIP: Nick Roush

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

~NO meeting in April

Waiting to get all correspondence back from members

NORTH LA CROSSE GROWTH & DEVELOPMENT WORKGROUP: Nick Roush

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

~Discussing Wayfinding Signs

~ Branding effort for the city

~ No signs for hotels/gas/food for exit 3 –Mike Collins/Dan Kapanke partner to try to get one

CHAMBER OF COMMERCE: Vicki Markussen

~Room Tax Deferred for 60 days to try to find other revenue sources

~ April 10th –59 years Honor Student Banquet-Only banquet that recognizes based on academics

Looking for student sponsors (13 students still need sponsors)

UWL April 10th in the evening

\$200 Sponsor Cost (Includes the five people at the table)

Speaker: Jake Ericson from Boys & Girls Club

Contact Vicki if interested

JASON GILMAN (CITY PLANNER):

Trane Plant 6

10 acres in front of Pearl Street Brewery & Rubber Mills Building

Site to Include (as of now): Star Center/VA Clinic/Housing

Star Center: Provide universal access to health resources. Facility will offer adaptive equipment with therapeutic assistance

Opportunity Zone

Tiff District 16

Riverside North

Development on 30 of the 70 acres

85% Residential

Urban Neighborhood

4-5 Stories in Height

800 Housing Units

Brideview Plaza

Still trying to acquire this location

Adjournment: Meeting was adjourned at 9:14am

Next Meeting will be: Wednesday May 1st at 8am at Black River Beach

Kaley Jacobson

April 3rd, 2019