

NLBA Minutes of January 2nd, 2019

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, January 2nd 2019 at 8:00 a.m.

Presiding; Nick Roush, President.

Members in attendance: Linda Heilman, Andrea Richmond, Elaine Yaeger, Julie Connelly, Dax Connelly, Jay Odegaard, Ed Cooke, Sharon Earp, Ryan Iverson, Elena Pantoja, Barb Janssen, Nick Roush, Kevin Zagrodnick, Cheryl Dennison, Kaley Jacobson, Chris Olson, Brian Knobloch, Barb Janssen, Vicki Markussen, Bob Blaschke, and Jeanie Blaschke.

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

Treasurer's Report: The balance in the checking account as of this date is:

NLBA Balance: **\$4,171.62** and UPTOWNE Balance: **\$8,192.09.**

EAGEL VIEWING & Exit 3 UPDATE:

Current Business:

EVENTS & MARKETING/Kaley Jacobson:

(Meetings are scheduled on the Monday after our NLBA meeting: 10:00a.m. @ Pogreba)

- We are wrapping up the Lights Over North La Crosse Event
- Business Christmas Cards for 2019 (The cards will cost \$200.00 to have your business name posted plus a fee to have the artwork prepared) this will be on a first come, first serve basis with rotating businesses each year.
- We plan to add other activities to the Lights Over North La Crosse Event
- Possibly having a photographer take photos with Santa/Sleigh next year
- Kaley may connect with Logan High School – the possibility of the woodshop making the sleigh for Mr. & Mrs. Claus (This was a great idea from Sharon Earp)!
- We need more Christmas decorations especially in the pavilion area
- We need additional volunteers for decorating
- Kaley would like many additional lights in the event area
- We need more advertising for this event –social media
- More signage in the area
- Change of location of the fireworks display
- Event time frame 2019 – one hour
- Kaley and Dan Kapanke will reach out to a potential “sponsor” for next year’s event
- Power limitation in the park was an issue for this event (Jay Odegaard stated there needs to be an upgrade in this service and he’s not certain what is in the operating budget at this time)
- We are still working on decisions for our NLBA coupon savings card (Tami Plourde has great suggestions for this)
- We plan to host another Block Party this year (Steve & Sharon Earp will make contact with Greg Balfany’s (Jazz Band) to see if they are available for this event)

- Fund raising events
- NLBA to have businesses host “social hour” gatherings

North La Crosse Growth & Development Workgroup:

- Meets the first Wednesday of the month -9:00 a.m. (Right after our NLBA meeting)

Membership Workgroup:

- Meets the first Tuesday of every month – 9:00 a.m. at River Bank (Any questions please contact Linda Heilman at the bank) Thank You!

2019 Board Nominations/Elections:

- Chris Olson and Dan Kapanke’s term is up for election in February. They have both voiced they would run again for re-election. Please forward your nomination (Board Member –one year term) to Jeanie Blaschke jeanieb@centurytel.net by January 23rd. We will vote on elections at our February 6th 2019 meeting. Thank You!

Chamber of Commerce: Vicki Markussen

Opportunity Zone,

Opportunity Zones were created under the Tax Cuts and Jobs Act of 2017 to spur investment in distressed communities. Opportunity Zones are low-income census tracts that have been designated as eligible to receive investments from Opportunity Funds. State and local officials determined which areas of their state they wanted to designate as Opportunity Zones and sent this list to the U.S. Department of Treasury for approval. Opportunity Zones need capital. To get this capital, the Opportunity Zones program offers special tax incentives to investors who roll their capital gains into an Opportunity Fund within 180 days. Tax incentives include temporary tax deferral, step-up in basis, and permanent exclusion from taxable income of capital gains. An Opportunity Fund is a private sector investment vehicle and it must put at least 90% of its capital gains in Opportunity Zones

PRATT: It passed the local referendum and is now up for consideration in Madison.

Andrea Richmond: Council Member

- Voiced concerns regarding the landscaping in the recently completed Highway 53 project. Jay Odegaard responded by stating that we need to wait until spring to see what actually develops
- Andrea was in contact with the police department regarding cameras on light poles on Caledonia Street. The police department indicated cost was a factor in installing and monitoring the cameras.
- Street Flags, the present flags are well passed their prime. Due to the vast number of flags needed it will be a financial concern.

Barb Janssen: Council Member

- There is still an on going problem at 1212 Avon Street with the drug situation.
- River Side North project is moving forward

Scott Neumeister: Council Member

- Not available at this meeting

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

- Not available at this meeting

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

Our next meeting will be held on Wednesday, February 6th, 2019

Respectfully Submitted,

Jeanie Blaschke
Secretary
NLBA

January 8th, 2019