

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

Members in attendance: Linda Heilman, Steve Earp, Sharon Earp, Kaley Jacobson, Nick Roush, Elaine Yaeger, Ed Cooke, Stephen Trussoni, Richard Clements, Karen Dunn, Ryan Cornett, Karla Doolittle, Brian Knoblock, Jeanie Blaschke.

GUEST: Andrea Schnick (City Planning)

Approval of minutes: Motion was made and voted to approve the minutes of the December 6th, 2017 meeting.

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

NLBA Balance: \$4,767.73 and UPTOWNE Balance: \$9,357.99

Current Business: Nominations for NLBA Board Members and Vice President

- Open nominations for 5-9 NLBA board members
- Open nominations for a Vice President of NLBA
- Feel free to nominate a person of your choice or self nominate
- Open nominations until **Wednesday, January 17th, 2018**
- Please email: Jeanie Blaschke (jeanieb@centurytel.net) with your nomination and specify –Board Member or Vice President
- Our selection/decisions based on votes will be made at our next NLBA meeting on February 7th, 2018
- We asked that you nominate someone who is able to fulfill the responsibility, be an active participant and be present at most of our NLBA meetings
- Again, nominations are open until the **end of the business day on Wednesday, January, 17th 2018** – Thank You!

President, Nick Roush spoke on the Players Statue. CITY HALL: There is money left in the kitty for the Eagle Platform.

CONCERNS: Moving the statue, missing piece, when the road is redone (crosswalk for pedestrians)

VISIBILITY: The 10 foot platform will be very visible from I 90, South 35, by the park and the back drop of the river.

The CITY has \$100K for this gorgeous project. NLBA decided to wait until the DOT is finished with their project and we will then move forward. Chose an artist and find out what the final budget to complete this project. At our previous NLBA meeting, Mike Collins passed around a print out of possible selections. One is particular was an eagle statue 20 feet tall with a huge wing span.

Brought up for discussion was the NLBA's focus on Bridgeview Plaza and Copeland Park. The consensus was Bridgeview Plaza needs a face lift - focusing heavy on curb appeal. The group thought best to work this on a three year plan. Many businesses in the area need improvements to their landscaping and façade of their

building. Our guest speaker: Andrea Schnick (City Planning) spoke to the group about "façade grants" to businesses in that area. This will consist of "matching grants: with the developer. There may be smaller grants available for painting and planting to businesses in the selected geographical area. (Historical Districts as well)The guidelines for this have not as yet been written. The city needs to write a program to include project support and design. More information will be provided once we have the additional information.

NEW/ON GOING BUSINESS:

Greg Balfany: "Jazz" street dance on Caledonia Street! Steve Earp spoke with the NLBA regarding the NLBA hosting a street dance on Caledonia Street in June of this year featuring Greg Balfany and his Jazz Band.

At our February 7th, 2018, Steve will inform us of the date in June once he speaks with Mr. Balfany. We need to find out cost for the entertainment, food vendors, insurance (NLBA), the time frame, possibly having classic cars on site.

Volunteer committee to date for this event: Steve and Sharon Earp, Kayla Jacobson, Elaine Yaeger, Karen Dunn, Karla Doolittle, Jeanie Blaschke. Others are welcome© Steve Earp will inform us when and where meetings will take place for this fun event!

Adjournment: The meeting was adjourned at 9:10 a.m.

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

Respectfully Submitted,

Jeanie Blaschke
Secretary
NLBA

January 8, 2018