

NLBA Monthly Membership Meeting

8:00 AM – Wednesday, October 7, 2020 / Black River Beach Neighborhood Center

Nick Roush called the meeting to order at 8:06 AM.

The only item for discussion and review was the “Get on Living, Safely” Campaign.

Campaign Description:

- Goal: \$30,000
 - \$10,000 currently raised - \$5k from Nick Roush and \$5k from Borton Construction
- Funds will go towards campaign – centralized website, billboards, advertising, t-shirts, signs, etc.
- Goals:
 - Educate – buying local
 - Maximize Holiday Shopping
 - Increase local purchases
 - Stop pattern of negative messages that leads to decreased sales
 - Reduce mental strain caused by fear and social isolation
- Why? “We are all speeding towards bankruptcy” Nick Roush

Abby Rhude – 163,000 businesses have closed throughout the US. 97,000 will likely remain closed – Yelp Data

- Pier 1 Imports, Uptown Cycle, and La Crosse Wellness Center are all permanently closed.

Vicki Markussen – Founder, Engage Greater La Crosse.

- Need to tell a story – Office Depot pays \$70k annually in property taxes. \$30k of which goes to the School District of Onalaska
 - Shopping local matters.
- Marketing campaigns with individual businesses – Mark Jeweler’s “who we are, why we’re here, etc.”
 - Will publish campaigns and use for marketing
 - Many businesses signed-up
- Shopping season will start at the end of October
- WMC – Fighting State – looking to release daily list of places where positive cases have been recorded
- Wisconsin Restaurant Association – Trying to showcase why restaurants are not the problem.

Tami Plourde

- Everybody is trying to maximize their marketing dollars.
 - This option is going to give the most “bang for your buck”
 - The more participation, the better
 - Will spread positive messaging instead of negative

Kaley Jacobson

- People can participate and contribute without leaving their homes. Online options.
 - Not trying to make people feel like their fear “isn’t valid”
- Need business-business engagement

Nick Roush

- Phase 1: Get businesses through 2020
- Phase 2: Beyond 2020

Dan Kapanke

- How do we change messaging?

Nick Roush

- Asked for a motion to move forward with the “Get on Living, Safely” campaign.
- Tami Plourde gave an “ENTHUSIASTIC” motion to move forward.
 - Kevin Zagrodnik seconded the motion.
 - Motion passed unanimously.

With no other business the group adjourned at 9:02 AM.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Sam Bachmeier", with a long horizontal flourish extending to the right.

Samuel Bachmeier, Secretary