

NLBA Monthly Membership Meeting

8:00 AM – Wednesday, September 2, 2020 | Black River Beach Neighborhood Center

Nick Roush called the meeting to order at 8:03 AM.

Prior to starting the agenda, Nick Roush addressed the difficult time we are ALL facing. A strategy to boost consumer confidence and increase local spending must be established. As businesses, we cannot wait for the government to take over. We must act at a local level, starting with the NLBA

Treasurer's Report

Kevin Zagrodnick reviewed financial information.

- In March, NLBA bank accounts were moved to River Bank.
- \$2,045 in membership checks were deposited between March of 2020 and September of 2020
- Will be dispersing \$500 for a La Crosse Logan scholarship
 - After scholarship expense, checking account will have a balance of \$18,420.23.

Forward Action for the NLBA

- **NLBA Advertising COOP**
 - Purpose: to restore consumer confidence/encourage local shopping
 - Opinion Input - Advocate with legislators to open business, reduce restrictions
 - Paul Borsheim – Mall had similar impact on Downtown La Crosse.
 - DMI was formed to create a **unified brand and attract talent/investment back to area**
 - **UNIFIED MESSAGE FOR LA CROSSE BUSINESSES**
 - Do we hire a marketing firm?
 - Vicki Markussen – Bring relationships back to stores. Create connection between vendor and consumer.
 - Tami Plourde – People don't know what is open and what is closed. Need one centralized location for updates on all businesses.
 - Shop Northside La Crosse Day
 - Kaley Jacobson – Reignite NLBA Marketing sub-committee
 - Derek Kubicek – Reignite NLBA Facebook/Online Presence
 - Encourage collaborative effort amongst members to share content
 - Tami – Create and monitor a hashtag
 - Paul Borsheim – Can we use a marketing intern at UW-L?
 - How do we differentiate message for Boomers vs Gen X'ers vs Millennials?
 - Sam Bachmeier – La Crosse County – Check the Spread Campaign
 - Collaborative Effort amongst NLBA members to encourage shopping at other members businesses. (Example: go to Yoga at Root Down, receive a coupon for 10% off your next bill at Sports Nut)
 - Chris Olson – Have to be unique.
 - Would be happy to share information on other Northside businesses while people are having a beer and wings at Sports Nut.
- **Lights Over North La Crosse**
 - Cannot do at Copeland Park, COVID attendance restrictions (50 people per park)
 - Where else?
 - Caledonia Street? Shut down street for a day? Committee will follow-up.
 - Committee will establish a marketing plan.

Kaley Jacobson made a motion to continue with the Lights Over North La Crosse on Caledonia Street. The motion was seconded by Paul Borsheim and passed unanimously.

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

Respectfully submitted,

A handwritten signature in black ink that reads "Sam Bachmeier". The signature is written in a cursive style with a long horizontal flourish at the end.

Samuel Bachmeier, Secretary