

NLBA March 3rd Notes

Treasurer Report

Total Balance - \$28,348.82

Welcoming new board members

Derek Kubicek – Secretary

Vicki Markussen, Derek Mueller, and Tami Plourde – Board Members

Thank you so much to them for stepping up to the plate and joining our board. We now have a full board!

Restoring Value to Membership for 2021

Paid Membership Count around 60 members

Lost roughly 20 members due to COVID

AJ - Marketing for our members as they are hurting with less and less money each day. Marketing and getting the word out for all organizations within the NLBA. People are going to travel more this summer than ever and they know what they need to do to be safe. It won't get anywhere near the 2019 numbers but we'll see a dramatic increase in comparison with 2020. Every study says that we are the exact type of destination that will recover the quickest! The size of our community will play to an advantage for La Crosse as we're not too large but also not too small.

Are we at a place to have a spring social or NLBA meet and greet like we had planned last year?

AJ – Most groups are saying at the earliest July or August is what most groups are going by.

Neil from Chamber – Moving forward with having first business after hours in the 2nd week of April. First in person event for the Chamber since last year pre-COVID. There will be a limit to 50 people or so.

Derek M. – We meet monthly with 15-20 people already. Let's do one before school is out and get together! Let's do something and do it sooner rather than later. Set the bar low with capacity and quality of event as far as nothing too fancy.

Linda – Is it possible to have a venue that is outside? Possibly at River Bank in the parking lot under a tent?

Kaeley – Loop in our GOLS contributors to bring them in as a collaborative way and say thank you to them. It could be a great opportunity.

Tami – Just hosted the 22nd Annual Sno-Ball for both indoors and outdoors and the feedback was fantastic. People are outside and wanting to get out and attend things. It's our communities and groups not having these events that are clouding our judgment.

Paul – Important to get engagement and social interaction.

Vicki – Get Northside businesses involved to have them discuss what is going on within the Northside and businesses. What's coming in? What's leaving? Etc.

Gilbert Brown Foundation event – looking for sponsors for event and planning to give away a bike or two.

Get On Living Safely – Campaign Update!

We kicked off Phase 2 a few weeks ago, announcing our change from the focus of save Christmas in the community to continue to recover and support our local businesses. Transitioning to Get On Living Stronger!

Fox 25 reached out to do a PSA Commercial for GOLS at no charge to air on TV. Please continue to support GOLS and donate if you're able to!

Updates from Sister Organizations

Chamber – Neil – Annual meeting is Monday, March 8th, 5:30-7:00. Also hosting a business after hours in April. Hosting a mayoral debate mid-March. Hosting a talent attraction campaign of showing off La Crosse to bring people to our employers and recruiting people to this area. Also spotlighting how great the La Crosse community already is.

DMI – Terry – Working with a meeting for Ben Kapanke, tying downtown business district and the Loggers. Kicking off the St. Patrick's Day Parade on March 13th. Governor of Texas and Mississippi just announced they're completely opening up their states. Many businesses had a super weekend last weekend with the girls state basketball tournament. This weekend is looking just as good or better for the boys state tournament.

La Crosse Visitors Bureau – AJ – WIAA coming to town. 1,000 people per game. 3 games per day means at least 3,000 people to town per day. Visitors guide is going to printer this week. It should be coming out in the next 2-3 weeks. Bike share program is coming out in mid-late April. Signage for exit 3 – issues with spacing on I-90 with certain requirements.

LADCO – Sam – Narrowing down candidates for Executive Director. Hoping to have someone named by end of April. Working with 7 Rivers Alliance to reinstate economic indicators with what is going well and what's not going well within the community and economy. Continuing to work with real estate solutions to grow the area. U-Haul pulled out of old K-Mart building on south side of La Crosse.

NEXT MEETING: Wednesday, April 7th, at 8:00 am