

# NLBA Minutes of December 6th, 2017

**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, December 6th, 2017 at 8:00 a.m.  
Presiding; Nick Roush, President.

**Members in attendance:** Linda Heilman, Andrea Richmond, Paul Borsheim, Mike Collins, Nick Roush, Elaine Yaeger, Ed Cooke, Joe Van Aelstyn, Stephen Trussoni, Sharon Earp, A.J. Frels, Sue Stika, Karla Doolittle, Brian Knoblock, Dan Kapanke, Chris Olson, Kaley Jacobson, Vicki Markussen, Dax Connely, Bob Blaschke, Jeanie Blaschke.  
**Guests:** David Fett (Michels Corp.)

**Approval of minutes:** Motion was made and voted to approve the minutes of the November 1st, 2017 meeting.

**Treasurer's Report:** The balance in the NLBA checking account as of this date is: \$4,491.30. Uptowne account holds: \$9,357.99.

**Current Business:** Michael's Construction WisDot Update-

- They are finishing up with odds and ends
- There will not be much change from now on
- Interchange area, fencing installation yet this year
- **Eagle Viewing** – Holding off for now, plantings and signage next spring
- In the spring permanent pavement will be put in
- **PUNCH LIST** – items to be fixed next spring as soon as weather permits
- **PROJECT** – targeted to be completed in May of 2018

**Players Statue:** After on site review, the committee suggested a relocation of the statue to an area just north of the proposed site. It would be 30 yards north on flat ground, very visible from the highway and the interstate and just feet from a source of electricity. It could be labeled "La Crosse" but not "Welcome To" per the DOT. A proper platform would be needed as well as decorative fencing to protect the statue from people trying to climb on it since it is made of fiberglass not metal. Another idea was offered – purchase a new fiberglass statue of an eagle. After discussion, further input is needed from all involved.

**PRESENTATION:** Was made by Margaret Bluske & Vince Hatt on: "Hate has No Business Here."

## **OLD BUSINESS:**

"Lights over North La Crosse" turned out to be a "FANTASTIC" event. We believe it was the best turn out ever. Great weather, great food, great music, kudos to Mr. & Mrs. Claus, and a spectacular fireworks show.

A Special **THANK YOU** to all our volunteers:

Mike Collins, Ruth/Duane Deml, Karla Doolittle, Karen/Dan Dunn, Sharon/Steve Earp, Linda/Jeff Heilman, Brian Hemp, Christie Johnson, Dan/Ruth Kapanke, Brian Knoblock, Andrea Richmond, Nick Roush, Sue Stika, Tammy Woodruff, Elaine/Phil Yaeger, Tracey Young, Mrs. Andrea Kramer's AVID group from Logan High School and Jeanie Blaschke.

**BOARD of DIRECTORS Meeting:**

At our January 2018 NLBA meeting we will be accepting nominations for Board Members. At our February 2018 meeting we will vote on those who are nominated. Also, discussed was EXIT 3 and how this will be transformed in the spring of 2018. Brought up was: What would be our next civic focus? All were in sync –the opportunity for NLBA to work on COPELAND PARK and BRIDGEVIEW PLAZA.

**Chamber News: at [infolacrosechamber.com](http://infolacrosechamber.com) (Vicki Markussen)**

- The Chamber will host it's 150 year celebration March 5<sup>th</sup> 2018
- PRAT – The committee in Madison will not take this up.  
If not PRAT then what? The need for road funding is still there.  
(177 letters have been written opposing PRAT)

**Explore La Crosse: at [explorelacrosse.com](http://explorelacrosse.com) (A.J. Frels)**

- Viterbo College is willing to change their graduation dates so they are not on the same weekend as UWL. This will have a huge economic impact on our area. Currently we are displacing hotel stays outside the county and losing revenue. This will happen sometime between: 2021– 2023.
- We have renewed our contract with Fairway for the digital billboard for 2018. The price remained the same as 2017.
- LCCVB has two new board members. Mike Hesch, Senior Advisor for the Leadership & Organizational Development Division at Mayo Health System and Grant Golson, Executive Director of the La Crosse Community Theatre.
- The Canadian Pacific Railway Holiday Train (Holiday Train-located at the La Crosse Amtrak Depot) was a huge success December 4 with 2,000 in attendance. The LCCVB team was collecting donations to benefit the Hunger Task Force.
- MOSES their board meeting in November. They are booked through 2018.
- LCCVB held their "JINGLE BELL RUN" where they do sales blitz with 30 meeting planners in the Madison area.

**OLD TOWNE HOLIDAY OPEN HOUSE:** Karla Doolittle informed us of the open house on December 14<sup>th</sup> from 4-7pm on Caledonia Street. This is a free family event however, they will accept donation to benefit the local Firefighters and local food pantry.

**WELCOME NEW MEMBER:** NextGen LLC Realtors (Joe/Corry Van Aelstyn and Stephen Trussoni)

Adjournment: The meeting was adjourned at 9:15 a.m.

Our next meeting will be held on Wednesday, January 3rd, 2018.

Respectfully Submitted,

Jeanie Blaschke  
Secretary  
NLBA

December 11th, 2017