

## NLBA Minutes of April 4th, 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, April 4th, 2018 at 8:00 a.m.

Presiding; Nick Roush, President.

**Members in attendance:** Linda Heilman, Steve Earp, Sharon Earp, Nick Roush, Elaine Yaeger, Ed Cooke, Mike Collins, Karen Dunn, Dan Kapanke, Karla Doolittle, Brian Knobloch, Diana Hobson, Stephen Trussoni, Dax Connely, Andrea Richmond, A.J. Frels, Matthew Christen, Barb Janssen, Paul Borshiem, Joe Van Aelstyn and Bob Blaschke.

**GUEST:** Kahya Fox, Executive Director/Habitat for Humanity. Their organization offers both information and volunteer help to residents to “fix up” their properties. This is the second year in the Lower Depot area. The scheduled date for this year’s event is June 23<sup>rd</sup> with volunteer arrival at 8:30 a.m. at Copeland Park Loggers Field. To help please, go online to [habitatlacrosse.org](http://habitatlacrosse.org).

**Approval of minutes:** Motion was made and voted to approve the minutes of the March 7th, 2018 meeting.

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

**NLBA Balance: \$4,872.16 and UPTOWNE Balance: \$9,357.99**

### **Current Business:**

The **Facade Grant Program** is being well received by the council and passage is expected at next week’s meeting. If anyone has an idea for a great “name” for this program please contact: Andrea Schnick at City Planning.

### **Eagle Viewing Platform:**

Paul Borshiem reported: the committee is looking into a ten foot bronze looking statue. Engineering drawings are in process for both the eagle and the tree base. Also needed will be a fence and proper lighting.

### **Lower Depot Area:**

Mike Collins stated that uniformed Railroad Police will be patrolling the depot area to assist in law and order as well as to deter drug trafficking.

### **Highway 53 – Corridor Plan Update:**

Andrea Richmond reported there were 40 individuals in attendance at the last public meeting. There is hope that in the next one to three years some portions of the plan could be implemented. The local businesses will have to take the lead.

### **NEW/ON GOING BUSINESS:**

Greg Balfany: “Jazz” street dance on the 1200 block of Caledonia Street! The date is set for Saturday, June 2<sup>nd</sup> 2018. The starting time is 2:00 p.m. with the music starting at 6:30 p.m. and ending at 9:00 p.m. If by chance it rains that day, NLBA has the Pearl St. Brewery location as a backup. (Thank you, Tammi) Dan Kapanke will check with Pepsi

on soda and water for the event. Adrian and Karla are working to secure the necessary signatures from the property owners on the block. Funding is going quite well with both NLBA and Uptowne contributing \$ 1,500.00. Additional sponsors would be great! Nick will contact Harters about trash containers. We will contact Logan HS about possible student volunteers.

The next committee meeting is scheduled for Wed. April 18<sup>th</sup> at 6:00 p.m. at Pogreba' Restaurant.

Volunteer committee: Steve and Sharon Earp, Kaley Jacobson, Elaine Yaeger, Karen Dunn, Karla Doolittle, A.J. Frels, Diana Hobson, Nick Roush, Marty Diersen, Carolyn Dvorak, Bob Blaschke, Ed Cooke; Derek Mueller, Mandy Roush, Diana Hobson and Jeanie Blaschke.

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

- LCCVB Annual dinner is on May 23<sup>rd</sup> at the La Crosse Country Club starting at 5:30 p.m. Dinner will be served at 6:30 p.m.
- We are moving forward on the Silent Sports Expo – May 19th
- La Crosse Area Day is on June 27<sup>th</sup>, 2018.

**PROJECTS/LCCVB**

- City Bikes –G.H.S.
- This year during Tourism Week we will provide an insert for the local paper. This will be an 8 page piece that relays tourism related information to the local residents of La Crosse County. Pages 1, 2, 7 & 8 will contain local information.

**Welcome New NLBA Member:**

Pearl Street Brewery, Tami Plourdel!

Adjournment: The meeting was adjourned at 9:05 a.m.

Our next meeting will be held on Wednesday, May 2nd, 2018.

Respectfully Submitted,

Jeanie Blaschke/Bob Blaschke  
Secretary  
NLBA

April 14th, 2018

