

NLBA Minutes of February 7th, 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, January 7th, 2018 at 8:00 a.m.
Presiding; Nick Roush, President.

Members in attendance: Linda Heilman, Steve Earp, Sharon Earp, Kaley Jacobson, Nick Roush, Elaine Yaeger, Ed Cooke, Mike Collins, Karen Dunn, Dan Kapanke, Jason Gilman, Karla Doolittle, Brian Knobloch, Chris Olson, Diana Hobson, Kelley Becker, Cheryl Dennison, Derek Mueller, A.J. Frels, Brittany Kellogg, Joe Van Aelstyn, Bob Blaschke, Jeanie Blaschke.

GUEST: Andrea Schnick (City Planning)

Approval of minutes: Motion was made and voted to approve the minutes of the January 3rd, 2018 meeting.

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

NLBA Balance: \$4,267.29 and UPTOWNE Balance: \$9,357.99

Current Business: Nominations for NLBA Board Members and Vice President

Votes were taken and counted from the ballots. Here are the results:

Board Members/Executive Committee:

Nick Roush – President (2018 – for 3 years)
Kaley Jacobson – Vice President (2018 – for 3 years)
Bob Blaschke – Treasurer (2018 – for 2 years)

Additional Board Members:

Chris Olson (2018 for 1 year)
Dan Kapanke (2018 for 1 year)
Ed Cooke (2018 for 2 years)
Sharon Earp (2018 for 2 years)
Brian Knobloch (2018 for 3 years)
Jeanie Blaschke – Secretary NLBA

Our guest speaker: Andrea Schnick (City Planning) spoke to the group about “façade grants” to businesses in the –Tax Increment Finance District 7. It is modeled after a similar program used in the downtown area. This will consist of “matching 50/50 grants. The program has \$60K available in its budget. The maximum matching grant would be \$10K.

Andrea has her team at City Hall to work on this project and suggested an additional five members from NLBA join the team. The following NLBA members have offered to assist: Karla Doolittle, Diana Hobson, Nick Roush, Joe Van Aelstyn and Bob Blaschke.

NEW/ON GOING BUSINESS:

Greg Balfany: "Jazz" street dance on Caledonia Street! The date is set for Saturday, June 2nd 2018. If by chance it rains that day NLBA has Copeland Park-building and shelter reserved. A.J. Frels, Executive Director of LCCVB has offered to help us with the art work for this event. Thank you, A.J.

Steve Earp will inform us when, where and what time the meetings will start to take place for this fun event!

Volunteer committee: Steve and Sharon Earp, Kaley Jacobson, Elaine Yaeger, Karen Dunn, Karla Doolittle, A.J. Frels, Diana Hobson, Nick Roush and Jeanie Blaschke.

Explore La Crosse: at explorelacrosse.com (A.J. Frels)

- They are currently working with the county Bluff land trail system.
- As of December 15th 2017 Phillip Wanke no longer works at the LCCVB. Ben Morgan started on January 3rd, 2018 as their new Director of Group Sales and Sports Servicing. Ben comes from Visit Eau Claire where he did sales for the past four years.
- Silent Sports Convergence – Again, this event will be held on May 19th at the Omni Center in Onalaska. Currently the LCCVB is taking applications for vendors and locking in speakers.
- Brent will be working the Travel Adventure Show in Chicago this coming weekend.
- Janet will work the Duluth Travel Show the weekend of February 14th – 18th.
- The new Visitor Guides are out. The LCCVB team is dropping them off over the next couple of weeks. If you would like one please let A.J. know.
- WIGCOT – is March 11th – 13th in Appleton, WI.

Welcome New NLBA Members: Northside Community Church (Derek Mueller) and Gifted Hands Redesigned (Kelley Becker and Cheryl Dennison)

Adjournment: The meeting was adjourned at 9:00 a.m.

Our next meeting will be held on Wednesday, March 7th, 2018.

Respectfully Submitted,

Jeanie Blaschke
Secretary
NLBA

February 10th, 2018

