

NLBA Minutes of May 1st, 2019

Call to order: The North La Crosse Business Association monthly meeting. The NLBA meeting was held at the Black River Beach Community Center, La Crosse Wisconsin on Wednesday May 1st, 2019.

Presiding; Nick Roush, President

Members in Attendance: Linda Heilman, Elaine Yeager, Sharon Earp, Ryan Iverson, Mike Collins, Kirsten Gamoke, Chris Olson, Paul Borsheim, Marty Schmal, A.J. Frels, Dan Kapanke, Joe Vanalstean, Leah Turner, Kaley Jacobson, Nick Roush, Bob Blaschke, Barb Janssen, Diana Hobson, Dale Gerbig, Sue Stika, Stephen Trussoni

Approval of Minutes: Motion was made to approve minutes from April meeting. Motion approved by Elaine and 2nd by Linda.

TREASURERS REPORT:

Beginning Balance: \$13,732.83
Deposits: \$225
Uptowne Balance: \$8,192.09
Ending Balance NLBA: \$5,634.11

EVENTS AND MARKETING: Kaley Jacobson
(Next Meeting Scheduled for Monday May 6th at Pogreba at 11am)

- Block Party
 - Saturday June 1st
 - Caledonia Street 2pm-8pm
 - Family Activities 2pm-5pm, Food 5pm-8pm, Music at 6:30 pm
 - VOLUNTEERS NEEDED
 - Pearl Street Brewery backup location if it rains
- Oktoberfest Pancake Breakfast
 - Sunday September 29th 7:30am-11:30 at the Boys and Girls Club
 - \$5.00 tickets
 - Looking for volunteers and ticket sales

MEMBERSHIP: Nick Roush
(Meets second Tuesday of every month at River Bank at 9am)

- 2nd round of invoices went out
- Up 40% from last year

NORTH LA CROSSE GROWTH AND DEVELOPMENT WORKGROUP:

(Meets the first Wednesday of each month immediately following the monthly NLBA Meeting)

- Wayfinding/signage plan
 - Potential City Wide plan
- Façade Program – grant for updating businesses along Hwy 53 corridor
 - Approximately \$40,000 used, \$70,000 more available
- Eagle
 - Nick meeting with Jaime from city engineering Friday May 3rd to discuss where the Eagle is going.

CHAMBER OF COMMERCE:

- Barb Janssen – rezoning of Caledonia St to R5 to be compatible with HWY 53 corridor plan
- Flood water 5th highest it's ever been. City allowing 60 days to pump water into streets to remove water from basements.

EXPLORE LA CROSSE: A.J. Frels

- La Crosse Center funding – asking Onalaska to help
- Proposal of 11% room tax will make us the highest in the state and directly affect bookings of events and conventions at the center.
- Governor to increase State Tourism budget from 15 million to 20 million

Officer Dale Gerbig:

- Cracking down on repeat offenders
- Bridgeview Plaza more criminal activity
- Project Blue Light – cost of the program versus the cost of doing nothing

Adjournment: Meeting was adjourned at 9:03am

Next Meeting will be: Wednesday June 5th at 8am Black River Beach

Leah Turner
May 1st, 2019