

NLBA Minutes of May 2nd, 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, May 2nd, 2018 at 8:00 a.m.

Presiding; Nick Roush, President.

Members in attendance: Linda Heilman, Andrea Richmond, Kaley Jacobson, Derek Mueller, Karla Doolittle, Cheryl Dennison, Nick Roush, Ed Cooke, Brian Knobloch, Chris Olson, Barb Janssen, Joe Van Aelstyn, Stephen Trussoni, Kelley Becker, A.J. Frels, Andrea Garke, Michael Wohlfert, Bob Blaschke, and Jeanie Blaschke.

GUESTS: Aaron Reimier (Couleecap) and Deb Keller and Deb Dobrunz (Trinity Lutheran Church and the La Crosse area Family Collaborative

Approval of minutes: Motion was made and voted to approve the minutes of the April 4th, 2018 meeting.

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

NLBA Balance: \$4,169.51 and UPTOWNE Balance: \$9,357.99

GUESTS: Deb Keller & Deb Dobrunz announced the upcoming event at Trinity Lutheran Church (1010 Sill Street) on Wednesday, August 13th from 4-7 p.m. This event is coordinated by Trinity Lutheran Church and the La Crosse Area Family Collaborative. The intent is to provide shoes to kids in need while promoting positive neighborhood interaction and resources available to those in need. (Helping neighborhoods thrive). They are in need of volunteers to help assist with this event and/or if you would like to financially contribute to off set costs that would be most appreciated. (\$5.00 buys one meal, and \$20.00 buys one pair of shoes). Any questions may be directed to Deb Dobrunz at: 608/792-1738 or Deb Keller at: 608/796-2965.

GUEST: Aaron Reimer-*Couleecap Pop up Program*

This program is intended to assist with vacant store fronts. (Model off of Viroqua's Plan) There is monies available (for both downtown and Uptowne) to help entrepreneurs start Pop Up store fronts. Couleecap helps with:

- Creation and development
- Benefits (\$\$ - Monetary)
- Couleecap will pay for the first three months rent
- Vibrant workforce development
- Increase in their start up business in almost two months.
- The goal is to start these Pop Up store fronts November thru January over the holiday season

Aaron mentioned they also have a Co-Starters Program (nine week training program)

This program assists with:

- Business Plan Development
- Build Model
- Ideas to execute (Working as a group) Networking, brain Storming and positive feed back

Any questions you may contact Aaron at: Couleecap-608/797-5746

Current Business:

Caledonia Street Block Party Update

Kaley Jacobson (NLBA VP) has created a facebook page for the Caledonia Street Block Party and gave us an update on this upcoming event:

- First of all we are in need of *more volunteers* for two shifts. (Set up and take down as well as making sure the garbage is picked up and the street is kept tidy)
- Greg Balfany "Jazz Band" has been secured (Thank you to Steve & Sharon Earp)
- Flyers on this event are in the works
- Food, Beverages have been secured
- 5-8 p.m. food and beverages will be served
- Jazz band starts at 6:30 p.m.
- Activities are planned for both the young and young at heart☺
- Permits, porta potties, billboards & lighted signage secured
- Dumpsters, recycle and garbage cans secured
- Fire and Police department have been notified
- Insurance OK – expansion or beer license
- Cab permit OK
- 1200 block of Caledonia Street will be shut down at noon on June 2nd
- If rain enters into the forecast this event will be moved to Pearl Street Brewery area. Thanks to the generosity of Tami Plourde!

Thank you to "everyone" on the committee - volunteering to make this event a SUCCESS!

Eagle Viewing Platform:

- The committee decided on a bronze finish for the "Eagle"
- We need the final pricing of the "tree" base
- We are waiting to fill in the gaps over the next 30 days (Poellinger , Fast & Hold Trees, and Randy Turtenwald
- The DOT has a 2 week extension due to the weather
- Landscaping (need to set a time frame for this)
- Ribbon cutting (on completion we need to set a time frame)

North La Crosse Façade Grant Program:

- The applications are ready
- Deadline for applications is the first week of June
- Andrea Schnick sent out the letter and map via email
- The grant matches dollar to dollar with the maximum of \$10K.

Hwy 53 Corridor Plan Update:

- Progress is being made

North La Crosse Historic District Update:

- Tim Acklin is working with Heritage Preservation on the 1100 and 1200 block of Caledonia Street. And Clinton to Avon to Rose Street.

Andrea Richmond: 1st District Council Member

- Master Plan – Steering Committee approved J & A
- Final approval
- Lighting project – Logan Middle School (Avon and George Street)
- Trinity Lutheran Church (1010 Sill Street) Saturday, May 19th Northside “spring” clean up day from 9:00 a.m. to 12:00/Noon

Barb Janssen: 3rd District Council Member

- Public works has voted to fix up the Harry J. Olson Senior Center
- The South Side Library and the South Side Senior Center may be combined
- The city is working on replacing street lights/bulbs

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

- Stoney Creek- is closed until September for meetings and conference until June 1st for rooms – due to their recent fire.
- We had a great beer, cheese and wine event
- Driftless Sports Convergence will be held at the Omni on May 19th
- Our annual dinner will be held on May 23rd at the La Crosse Country Club in Onalaska
- NCAA D3 Outdoor Track and Field Championships at UWL – expecting 2,500 people May 24th – May 26th
- WIAA Track and Field at UWL on June 1st – 2nd
- June 2 – 3 Gem & Mineral Show will be held at the Omni Center
- New Board Members – Nathan Franklin with Dairyland Power and Matt Bochcka with David Reay’s Dublin Square and Burger Fusion
- La Crosse Area Day – June 27th at Miller Park

WELCOME NEW MEMBER: TS YOUNG KAT LLC -Tami Plourde
(Screen print/graphic design print shop)

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

Our next meeting will be held on Wednesday, June 6th, 2018.

Respectfully Submitted,

Jeanie Blaschke
Secretary
NLBA

May 9th, 2018

