

NLBA Minutes of September 5th, 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, September 5th, 2018 at 8:00 a.m.
Presiding; Nick Roush, President.

Members in attendance: Linda Heilman, Andrea Richmond, Nick Roush, Mike Collins, Chris Olson, Sharon Earp, Tami Plourde, Elaine Yaeger, Dane Lamb, Elena Nelson, A.J. Frels, Derek Mueller, Kaley Jacobson, Dan Kapanke, Kevin Zagrodnick, Brian Knobloch, Diana Hobson, Paul Borshiem, Vikki Markussen, Scott Neumeister, Joe VanAlysten, Dale Gerbig, Bob Blaschke, and Jeanie Blaschke.

Approval of minutes: Motion was made and voted to approve the minutes of the August 1st, 2018 meeting.

Treasurer's Report: The balance in the checking account as of this date is:
NLBA Balance: \$3,357.39 and UPTOWNE Balance: \$8,567.09.

EAGEL VIEWING & Exit 3 UPDATE:

Current Business:

Eagle Platform/Exit 3 Update by President, Nick Roush

- Mayor Kabat, Andrea Richmond, Nick Roush and Randy Turtenwald met regarding moving the Statue Players
- Nick spoke with the Mayor and discussed the huge amount of revenue to move that right now
- Mayor Kabat's thoughts are if the Players Statue is moved leave that open area bare/empty
- Paul Borshiem mentioned it would cost approximately \$100,000.00 to move
- "Parkland" (*care of maintenance*) per Nick – weed problem, cutting the grass and landscaping
- Moving cost – a political buzz saw
- If the Statue is moved there would need to be a path, curb & gutter in place. At present, there is no place to pull off – this would create a safety issue!
- Vikki Markussen suggested the NLBA send a letter to the Mayor regarding all the concerns, along with photos of the Eagle. If you left just the platform standing it would abandon. Weeds and grass would take over all around the base.
- Mike Collins mentioned the cost is unknown at this time to rig it and the maintenance
- The NLBA members present at this meeting made the motion and seconded to leave the Players Statue in place
- Nick and Paul Borshiem will try to have another meeting with Randy Turtenwald

NLBA Board Meeting Work Groups: Moving Forward

- Kaley Jacobson, VP, mentioned she will be moving forward with breakout groups, meeting date schedules (Dates, times and location)
- Kaley mentioned she could use more help in the work groups (volunteers)

Torchlight Parade:

- Light the Night event – Events and Marketing group with work on this
- The group will connect with Karla Doolittle as she was a judge at last year's event
- The thought of NLBA having a float in the parade in 2019 was mentioned

Pancake Breakfast: Sunday, September 30

- Location: Copeland Park
- Time frame: 7:30 a.m. – 11:00a.m.
- Paul Borshiem mentioned he could use more NLBA members to volunteer and walk around (visit) with the people.
- If you need more tickets, please let us know

Chamber of Commerce: Vicki Markussen – (Angela Seeger on behalf of Vicki)

- The Chamber's 150th year celebration is November 1st (Dahl Auto/Guest Speaker
- Oktoberfest in the Capital is October 10th in Madison
- The Chamber supports the wheel tax
- Discussion on the Liquor License issues – Vikki hopes to have a meeting with the City Clerk and Council Members as well as the Tavern League

Andrea Richmond: Council Member

- The Native grass area needs clean up
- City Inspections-working on lighting at American Best Value Inn
- Lighting will be put up on Mulberry Lane
- Planting stages on track in the Eagle Viewing area
- Budget time is arriving – deciding on dollars to spend on maintenance

Scott Neumeiter: Council Member (discussions on)

- Lighting
- Wheel Tax
- The Indian in Riverside Park
- "Let your voice be heard"

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

- In conjunction with the Wisconsin Department of Tourism, we brought in 18 "travel writers" (Geiger Tours) to our area in August
- Jeremiah and Ben went to Eau Claire to meet with the facilitator of Beep Baseball. Ben booked this event while working at Visit Eau Claire. The two of them discussed the fields we have in La Crosse County and how we can accommodate the tournament better in our area. This national tournament brings in as much as 24 teams that last for one week.

- A.J. was happy to announce the LCCVB has hit the 400 mark for members in the first week of August. Congratulations to Amy.
- A.J. met with Dick and Shelia Weiser who are the owners of the new Best Western Hotel in La Crescent. Our discussion revolved around the City of La Crescent and the hotel joining the LCCVB. We discussed the fact the new property would need to pay in the same percentage as all other hotels and municipalities that are part of the LCCVB.
- Megan is starting to work on the 2019 Explore La Crosse Visitors Guide.
- We have hired an Event & Servicing Manager. Anna Baughman who was an intern with us over the summer will be starting on October 1st.
- On August 28th we held our annual La Crosse Queen Appreciation trip.
- Jeremiah booked the Bassmasters Open Tournament 2019. This is different from the Elite Series.

Officer Dale Gerbig: (Neighborhood Resource Officer)

- We are continuing to make improvements (drugs, etc.)
- Working with the town of Campbell (individuals camping out)
- Situations in Veterans Park
- Housing Problems (we still have complaints)

Contact Information:

Officer Dale Gerbig is:

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Officer Tyler Pond is:

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WELCOME NEW MEMBERS:

- Al's Auto Body of La Crosse, Inc. – Elena Nelson
- Sam's Bar – Jim Neumeister
- Herbs All Around – Laurie Stiers Foltz

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

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

Respectfully Submitted,

Jeanie Blaschke
Secretary
NLBA

September 15th, 2018

