

NLBA Minutes of June 5th, 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 June 5th, 2019

Presiding; Nick Roush, President

Members in Attendance: Andrea Richmond, Linda Heilman, Bob Blaschke, Kevin Zagrodnick, Sharon Earp, A. J. Frels, Jeff Connelly, Julie Connelly, Dane Lamb, , Kirsten Gamoke, Vicki Markussen, Jay Patel, Dale Gerbig, Barb Janssen, Kaley Jacobson

Beginning Balance: \$13,826.20

Uptowne Balance: \$8,192.09

Ending Balance NLBA: \$3,951.62

Current Business:

~ Jeff & Julie Connelly Member Spot Light:

Owners of Verse Bar & Grill, Dewey's Side Street Saloon & Hey Sunshine Tanning & Serenity Boutique

Verse: Full Menu, Eat Street, Bite Squad (7am-12am) 7 days a week

Dewey's: 6am-2am 7 days a week

Hey Sunshine Tanning & Serenity Boutique: Hydro Massage, Tanning, Gift Boutique

New to Caledonia Street

9am-9pm M-F

9am-5pm Sat/Sun

EVENTS & MARKETING: Kaley Jacobson

~ Block Party

Saturday June 1st

Caledonia Street 2pm-8pm

Great Weather, decent turnout

Looking for ways to improve for 2020

MEMBERSHIP: Linda

(Meets second Tuesday of every month at River Bank at 9am)

~Membership on the rise

~Membership social great 1st social (May)

~ Next focus is recruiting new membership

NORTH LA CROSSE GROWTH & DEVELOPMENT WORKGROUP: Vicki

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

~Working on RFP for Wayfinding Signs

~ Eagle Statue contract is to be signed

CHAMBER OF COMMERCE: Vicki Markussen

~ Federal representatives speaking on Monday on infrastructure, import/export and v immigration

~ leader cast Women is October 18

~ Talent Expo is replacing Business Expo - no booths but businesses sharing out best practices

~ 401k enrollment is now open. This gives small businesses a great program for \$400 (vs. \$1,500 if doing on their own)

EXPLORE LA CROSSE: A.J. Frels

~ Councils's J & A Committee voted for a 9.5% room tax and \$78K reduction to their budget

~ La Crosse kept #9 status in state. Eau Claire is now 23\$ million (vs \$10 million behind us)

~ Driftless Outdoor had increased attendance-looking for business to take this on

~ New Board Members: Patrick Barlow (Holmen), Dan Stevens (Onalaska), Scott Neumeister (City of La Crosse), Troy (Duluth Trading), Michele (Charmant)

COUNCIL UPDATES:

~ Badger Hickey Park will be under construction

~ Flooding is concerning with basement damage happening

~ Long-term flooding plan is being discussed

~ Renew program: first weekend was last weekend. Get free breakfast and lunch. Big party.

~ Neighborhood Revitalization Commission: Mayor announced there fixing George Street.

~6. \$7k is earmarked for Clinton St. but the roads are taking priority. Delayed for this year and next year.

Adjournment: Meeting was adjourned at 8:47am

Next Meeting will be: Wednesday July 3rd at 8am at Black River Beach

Kaley Jacobson

June 10th, 2019