

Call to Order: 8:01 a.m.

We began with introductions.

Present:

Elaine Yaeger
Andrea Richmond
Linda Heilman
Matthew Christen
Deb Keller
Abby Voye
Derek Mueller
Julie Connelly
Dan Kapanke
Kaley Jacobson
Bob Blaschke
Barb Janssen
Diana Hobson
Cheryl Dennison
Mike Collins
Deb Doburg

Last Month's Minutes

Reviewed: M/S/C Elaine, to approve.

Balance

\$12,143.71 beginning balance

Checks cut for printing, Cabernet license, banners: \$1,448.89

Deposits: Pogy's \$1,219. DNA Vintners: \$102. Memberships received \$1,621

Ending balance: \$12549.31

NOTE: last year Uptowne paid for 1/2 of the expenses

Actual cost of the block party: hope to clear up.

Vicki reported the Chamber has \$350 who paid by credit card that is owed to NLBA.
There is also expenses of a mailing coming up.

Reminders/Mail

- July 7 is Rail day at Copeland
- Explore La Crosse is looking for participation in their visitor baskets
- La Crosse Community Foundation thanked NLBA for the contribution for the Jazz band (that were used for block party)

Member Spotlight

Wrench & Roll presented. He does education, guided bike tours, they also help people who are under-resourced but need transportation via referrals (they attend 3 hours of training, 1.5 hours on the road, and then they receive a bike, light, lock, helmet and rack). They have helped 25 people. The bikes are used and fixed up. He also works to reduce bike theft. They register bikes. They have been recognized nationally for their bike initiatives. La Crosse is a silver-level bike-friendly community.

- Side discussion: bike share program: has been discussed in the community but the challenges are logistics. Can either lease a program or own. Cost is about \$1,700.
- Bike share and electric bikes are the #1 way healthier communities are getting people active

Work Groups

- Membership: nothing to report
 - Meeting Tuesday at 9:00 a.m.
- Marketing: postponed due to block party
 - Oktoberfest: looking at how NLBA can partner with them and the 2020 north side event. In 2019, there is not a fest component only rides.
 - Meeting on Monday, June 8 at 11:00 a.m.
- Wayfinding signage: two proposals came back in for sign look/plan with one at \$5,000 and another at \$30,000. This will be discussed right after this meeting

Sister Organizations

- Council Members:
 - Andrea: eagle statue - nothing signed. Basement flooding: funds are available to help by contact La Crosse planning. Logan Neighborhood Association redid the lighting on Avon St. From Clinton to Sill st. George St. From Clinton to Gillette to be paved
 - Barb: city is trying to get a full time flood plain manager to work with FEMA and the DNR. Education is lacking on FEMA wanting people to fill their basements. Pumping water out too fast is problematic.. They would coordinate a long-term plan. Flood plain certificates.

§ Renew: record number of participants this year. Positive work being done in the neighborhoods. Getting people willing to accept help. The stories of those individuals is amazing.

- Chamber: the Chamber is launching a newcomers reception for those relocating as one of the goals of making people feel welcome and getting to love greater La Crosse. This is needed to meet our 15,000 job shortfall by 2025.
- Trinity: neighborhood night out. They are the host site, but also the facilitators. Financial need is to pay for the tents. Clothes closet now has expanded and other churches are getting involved.
 - QUESTIONS raised: can NLBA and this effort be combined to maximize efforts as the mission is the same? Are there things to learn from each other's?
 - They are open to do more.
 - M/S/C to donate \$250 to Trinity

Other

- Discussed having a float in the Oktoberfest parade

Adjournment
8:52 a.m.