

NLBA Minutes of February 6th, 2019

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, February 6th 2019 at 8:00 a.m.

Presiding; Nick Roush, President.

Members in attendance: Linda Heilman, Andrea Richmond, Elaine Yaeger, Officer Dale Gerbig, Dax Connely, Dan Kapanke, Elena Pantoja, Sharon Earp, A.J. Frels, Paul Borsheim, Nick Roush, Kevin Zagrodnick, Jim Tuschl, Chris Olson, Derek Mueller, Dane Lamb, Bob Blaschke, and Jeanie Blaschke.

Guests: Kathy Hackner and Kaitlin Hackner (Hack's Vintage)

Approval of minutes: Motion was made and voted to approve the minutes of the January 2nd, 2019 meeting.

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

NLBA Balance: **\$4,548.90** and UPTOWNE Balance: **\$8,192.09.**

Current Business:

Dane Lamb/Kick Marketing Dane started off the meeting, our first Membership Spotlight, with a verbal presentation of his Kick Marketing Business. (Please see his attachments-subject line in your email) Thank you, Dane!

EVENTS & MARKETING/Kaley Jacobson:

(Meetings are scheduled on the Monday after our NLBA meeting: 11:00a.m. at Pogreba)

Kaley was unavailable at this meeting, the following information per Nick Roush

- Working on "value" for Membership
- Please invite non NLBA members to come visit our first Membership Social
- Our first Membership Social will be held March 21st.
- Saturday, June 1st our NLBA Block Party event will take place.
- Greg Balfany's Jazz Band has been secured for our Block Party event –"thanks" to Steve and Sharon Earp.
- We are currently working on the NLBA Reward Card Program

North La Crosse Growth & Development Workgroup:

- Meets the first Wednesday of the month -9:00 a.m. (Right after our NLBA meeting)
- *Per Nick: No real news, other than the "Façade Grant" expansion as previously announced. We are also looking for creative ways for signage along the corridor.*

Membership Workgroup:

- Meets the first Tuesday of every month – 9:00 a.m. at River Bank (Any questions please contact Linda Heilman at the bank) Thank You!
- *Per Nick: The Chamber of Commerce has sent all the NLBA invoicing out.*

2019 Board Nominations/Elections:

- Chris Olson, Dan Kapanke and Elaine Yaeger were elected as NLBA Board Members for two year duration (2019 – 2021). “Congratulations” to each of you!

Chamber of Commerce: Vicki Markussen

- Not available at this meeting

Andrea Richmond: Council Member

- Andrea reported that Jay Odegaard remains as interim Park Director
- Andrea will connect with Randy Turtenwald on the Eagle Watch Statue- “progress”
- Andrea encouraged involvement on the upcoming Gillette Street project
- Andrea Richmond’s proposed Amendment to 2019-2023 CIP Budget (Budget Year 2019)
- **INFRASTRUCTUE STREETSCAPING**/HWY 53 Corridor Streetscape
- *Revised Project Description:* Miscellaneous improvements to the corridor from I-90 to the La Crosse River. Improvements include installation of planters, repair/maintenance of existing light poles, installation of new light poles, repair or replacement of new trash cans, installation of wayfinding/signage, improvements to bus stops, installation of water fountains, improvements to public green spaces, stormwater management improvements, benches, and funding for the Update North La Crosse Façade Improvement Grant Program to be used within the Hwy 53 Corridor Plan boundary from Logan Street to I-90-Exit 3.

Officer Dale Gerbig:

- Officer Gerbig is currently the new “District Director” in five districts
- The State Convention for community police officers will be held in La Crosse the first week in February 2020 at the Radisson Center
- Officer Gerbig will be working with A.J. Frels (LCCVB) on this convention

Paul Borshiem: Paul informed the NLBA there will be many changes in the coming years with the North Side Oktoberfest activities. The Oktoberfest Board will be facing hard decisions that will affect North La Crosse.

Barb Janssen: Council Member

- Not available at this meeting

Scott Neumeister: Council Member

- Not available at this meeting

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

- LCCVB has relocated their local digital billboards. You will now find their outdoor advertising in the double-sided billboards near the Harley Shop. They will continue to promote local events and festivals.
- Discover Wisconsin episode is complete. We are sharing the show with other communities and promoting craft beverage facilities throughout the state. The show will air on March 23rd & 24th, June 29th & 30th^h of 2019 as well as September 5th & 6th of 2020.
- Michelle worked the Travel & Adventure Show in Chicago last month.

- Upcoming Shows:
 - Janet will be working the Duluth Sports Show
 - Michelle & Anna will be working the Milwaukee Outdoors Sports Show
 - Anna will be working the Eastern Iowa Sports Show
 - Jeremiah will be working the Wisconsin Fishing Expo
- We have some staff changes. Deb Carlson is our Director of Membership and Grants. Megan Kirking is our Director of Marketing and Media.
- Last week we signed a contract for “Major League Fishing Tournament.” Dates: August 19th – 25th of 2019.
- We will be attending the Governor’s Conference of Tourism on March 17th – 19th. This year it will be held at the Kalahari in Wisconsin Dells.
- La Crosse Area Day will be held June 27th. “First Pitch” is on March 14th at the La Crosse Moose Lodge.

Adjournment: The meeting was adjourned at 9:10a.m.

Our next meeting will be held on Wednesday, March 6th, 2019

Respectfully Submitted,

Jeanie Blaschke
Secretary
NLBA

February 12th, 2019

NLBA “upcoming” Calendar of Events

- **Membership Social:** Thursday, March 21st 2019
- **Caledonia Street Block Party:** Saturday, June 1st 2019
- **Oktoberfest Pancake Breakfast:** Sunday, September 29th, 2019
- **Lights Over North La Crosse:** Saturday, November 30th, 2019