

## NLBA Minutes of June 6th,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, June 6th, 2018 at 8:00 a.m.

Presiding; Nick Roush, President.

**Members in attendance:** Linda Heilman, Andrea Richmond, Kaley Jacobson, Diana Hobson, Elaine Yaeger, Karla Doolittle, Cheryl Dennison, Nick Roush, Ed Cooke, Mike Collins, Chris Olson, Steve Earp, Sharon Earp, Joe Van Aelstyn, Ciara Lessard, Julie Connelly, Tami Plourde, A.J. Frels, Matthew Christen, Vicki Markussen, Dax Connely, Ryan Cornett, Bob Blaschke, and Jeanie Blaschke.

**Approval of minutes:** Motion was made and voted to approve the minutes of the May 2nd, 2018 meeting.

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

**NLBA Balance: \$3,790.82 and UPTOWNE Balance: \$9,357.99**

**TRINITY LUTHERAN CHURCH: DONATION** -The upcoming event at Trinity Lutheran Church (1010 Sill Street) on Wednesday, August 13<sup>th</sup> from 4-7 p.m. The NLBA group was in question on a donation/contribution for this event. All voted to table the decision until our July 11<sup>th</sup> meeting.

As an add-on for future requests for donations –suggestions were made to have a Charity “year budget” per calendar year. Thoughts on \$\$ donations – are the organizations requesting funding an NLBA member?

### **Current Business:**

#### ***Caledonia Street Block Party Update***

Kaley Jacobson (NLBA VP) stated a “great time” was had by all who attended!

- The rain did not stop the fun and entertainment☺
- Greg Balfany’s “Jazz Band” was terrific! (Thank you to Steve & Sharon Earp)
- 100 – 125 kids attended the afternoon activities
- Approximately over 100 adults attended the music (We had a few couples ballroom dancing to several of Greg’s tunes)
- Food and beverages were very well received
- All the booths involved had a great turn out.

Kaley asked for any feedback from this event to promote for next year. She can be reached at: Pogys Catering [pogys@pogyscatering.com]

Thank you, AGAIN, to “everyone” on the committee - volunteering to make this event a SUCCESS!

### **North La Crosse Façade Grant Program:**

- The applications are ready
- Deadline for the first round of applications is June 30th
- Contact: **Andrea Schnick**  
Economic Development Planner  
(608) 789-8321  
[schnicka@cityoflacrosse.org](mailto:schnicka@cityoflacrosse.org) at City Hall with any questions
- The grant matches dollar to dollar with the maximum of \$10K.

### **Eagle Viewing Platform:**

- The ribbon cutting was Wednesday, June 13<sup>th</sup>
- The La Crosse Tribune ran a great article and photo on the front page of Thursday, June 14<sup>th</sup> addition. (Also on the internet)
- It has been decided not to move the Players Statue, but leave this at it's current site
- Lights and electrical are still being decided on
- Sculpture and tree component (no proposal as yet) Mike Collins offered to call Randy Turtenwald on this
- The plan is to install a "natural fence" (hedge), to protect the Eagle Statue.
- There is a two year agreement with the Parks Department for landscaping maintenance.

### **Lights over North La Crosse:**

- We will start discussions on this event at our July 11<sup>th</sup> meeting

### **Chamber of Commerce: Vicki Markussen**

- Tuesday, June 26<sup>th</sup> – as the Chamber celebrates the 150 year, a function, "Pride of the North Side" will be held at the Black River Beach Community Center, 1433 Rose Street, La Crosse, WI 54603. Time frame: 8:00 a.m. – 9:00 a.m. with free admission. (See attachment)

### **Andrea Richmond: 1<sup>st</sup> District Council Member**

- PARKING – Kane Street Development – reviewed and revised
- J & A meeting: Looking into the parking situation over all
- ROSE STREET: Upkeep will be provided by the City (Park & Street Department)
- Saturday, June 16<sup>th</sup> from 8 a.m. to 12:00 Noon-Badger Park clean up day
- Saturday, June 16<sup>th</sup> from 5-8 p.m. a "benefit" (North Side Neighborhood) located at the Pearl Street Brewery

### **Explore La Crosse: at [explorelacrosse.com](http://explorelacrosse.com) (A.J. Frels)**

- We were lucky enough to book Cabela's Tournament last month. You should have seen some good activity from the event. We hope to see them back.
- We saw about 2,500 people at our Driftless Sports Convergence. Next year's dates are May 17<sup>th</sup> and May 18<sup>th</sup>.
- We had a great success with NCAA (Division 3) Track and Field.
- WIAA went very well.
- La Crosse Area Day at Miller Park is on June 27<sup>th</sup> this year. Right now we have 16 buses going.

- We have opened a new satellite “welcome center” at the Great River Landing in Onalaska.
- We signed a one year extension with the City of La Crosse to stay in our location until January of 2020.

**WELCOME NEW MEMBERS:**

- GoRiteway Transportation – Michael Wohlfert
- Trendsetters LLC – Ciara Lessard
- Hey Sunshine Tanning & Serenity Boutique – Julie Connelly

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

Our next meeting will be held on Wednesday, July, 11th 2018

Respectfully Submitted,

Jeanie Blaschke  
Secretary  
NLBA

June 13th, 2018