

NLBA Minutes of March 6th, 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 March 6th, 2019

Presiding; Nick Roush, President

Members in Attendance: Andrea Richmond, Linda Heilman, A.J. Frels, Bob Blaschke, Elaine Yaeger, Scott Neumeister, Stephen Trussoni, Kevin Zagrodnick, Rick Wilson, Sharon Earp, Derek Mueller, Corey Marthaler, Diana Hobson, Leah Turner, Tami Plourde, Chris Olson, Vicki Markussen, Dax Connely, Christie Gees, Barb Janssen, Kaley Jacobson, Nick Roush

Guests: Jamie Hassemer (City Engineering)

Approval of Minutes: Motion was made to approve minutes from February meeting. Motion approved by Elaine and 2nd by Dax

Treasurer's Report:

Beginning Balance: \$12, 728.99

Checks Written: \$562.58

Deposits: \$1,717.00

Oktoberfest Pancake Breakfast

Membership Dues:

(Don's Towing, Pogy's, Kwik Trip, SSE Music, Flyn Enterprise, Gillette & Associates, Coulee Bank, Sweet Shop Market & Johnson, OnThree Printing, & Wrench & Roll)

Uptowne Balance: \$8,192.09

NLBA: \$5,691.32

Current Business:

- ~ Board Member Meeting in February 2019 to discuss yearly budgeting and financials
- ~ Decision was made by board to Defund the paid position of Secretary Jeanie Blaschke based on our mission of our nonprofit
- ~ Open Board Member position of Secretary
 - Role of Secretary
 - Attend monthly meeting to take minutes
 - Send monthly minutes to all members
 - Participate in one workgroup
 - Help write Thank You's for NLBA events

EVENTS & MARKETING: Kaley Jacobson

(Next Meeting Scheduled for March 18th, 2019 at Pogreba at 11am)

~ NLBA social rescheduled for Wednesday May 1st, 2019 at Black River Beach at 5:30pm

- ~ Rewards Cards
- ~ Looking for MORE volunteers for this group

MEMBERSHIP: Nick Roush

- (Meets first Tuesday of every month at River Bank at 9am)
- ~ All invoices have been sent out
- ~ Following up with unpaid invoices and bounce backs from incorrect email addresses

NORTH LA CROSSE GROWTH & DEVELOPMENT WORKGROUP: Nick Roush

- (Meets the first Wednesday of each month immediately following the monthly NLBA meeting)
- ~Discussing Wayfinding Signs
- ~ Eagle Viewing Platform (Jamie Hassemmer-city engineering) to discuss details of eagle and tree statue

CHAMBER OF COMMERCE: Vicki Markussen

- ~Annual Meeting was Monday March 4th, 2019 at the Center
- ~ Launched 401K program for small businesses with under 50 employees
- ~ Opioid Toolkit—what can you do as an employer?
- ~ DC Fly In
 - only chamber on western side of state attending
 - Topics of Discussion: Childcare Shortage & Flood Plans

COMMON COUNCIL MEMBERS:

Andrea Richmond

- Streetscaping: Discussion of Grass Areas in medians on Corridor
 - Waiting until spring blood to complete the HULA HOOP method
 - Needs 70% of growth inside the hula hoop

Scott Neumeister

- Bike Lane
 - Large Turnout for Meeting
 - Lost Vote 4:3 to move forward with current location of bike path on Gillette Street despite safety concerns
 - Opened lines of communication

Barb Janssen

- Bike Lane
 - Not in attendance for meeting, but watched live feed
 - Informative information from meeting

EXPLORE LA CROSSE: A.J. Frels

- ~ Moses was happy with La Crosse and continues to plan their expo in La Crosse
- ~ New Secretary of Tourism
 - Looking into our scorecards for tourism compared to other states

- ~ March 14th—First Pitch at Moose Lodge
- ~ May 17-18—Driftless Outdoor Show at Omni Center
- ~ June 4th -Day at the Loggers
- ~ June 27th -Miller Park Baseball Day
- ~ Room Tax Proposal of 12% by Mayor to help fund the La Crosse Center
 - Current at 8% Sales Tax (propose 4% tax hike)
 - o At 12% would make us the highest in the state
 - Current TOTAL of hotel sales tax going:
 - o 35% Explore La Crosse
 - o 35% Current Convention Center
 - o 30% CITY for general funds

Adjournment: Meeting was adjourned at 9:02am

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

Kaley Jacobson
March 6th, 2019