

NLBA Monthly Membership Meeting

8:00 AM – Wednesday, November 4, 2020 / Black River Beach Neighborhood Center

Nick Roush called the meeting to order at 8:03 AM.

Treasurer's Report:

- Kevin Zagrodnik, NLBA Treasurer, reviewed the financial report. The current balance in the NLBA checking account is \$17,793.

Get on Living Safely – Report

- Press release was October 29th and 30th
 - “Tremendous feedback”
 - Examples:
 - Boys and Girls Club: “rely on business donations to survive”
 - Misty Lown – operating at 75%, less than 1% of students have had COVID
- Fundraising
 - Goal was \$30k, now at \$45k
- Campaign plans
 - Needs to be a 9-12 month campaign, not a 1-3 month
 - Need ALL business participation
 - Bob Blashke – can Democrat and Republican parties place the campaign signs in the places that they remove the election signs
 - West Salem Business Association and La Crescent Chambers are joining
 - Selling t-shirts
 - Businesses can sell t-shirts and donate proceeds to the campaign

Lights Over North La Crosse

- Parks and Rec want the event to happen
- Pogreba serving food, will use trained staff to ensure cleanliness and COVID compliance
- Using hockey shelter to allow for social distancing
- No Santa... ☺
- Lights and cleanup underneath bridge before event

Shop Hop

- Debating on doing Shop Hop this year
- Vicki – can you do a reservation style to allow for cleaning in between visits?
- Will keep us updated

With no other business the group adjourned at 9:28 AM.

Respectfully submitted,



Samuel Bachmeier, Secretary