

NLBA Monthly Meeting

February 5, 2020

- Motion was made to approve the minutes from the January meeting. 1st motion by Aj, seconded by Elaine.
- Treasurer's Report
 - Beginning balance was \$14,459.27
 - 2 checks
 - -\$5.04 to IRS
 - +\$5.04 to replenish check
 - Expenses
 - \$54.04
 - Deposits
 - All from members
 - Total = \$17,105
 - Uptown = \$7828.59
 - NLBA = \$9276.54
- Candidates
 - No additional nominations
 - Motion made by Kevin and seconded by Elaine
- NLBA Workgroup
 - Social for members at River Bank on March 26
 - Came up with ideas to get people to attend
 - Workgroup talked about having a Q&A panel to focus on one business aspect, the first one would be retention and recruitment
 - Spread the word to get people there
 - Looking at different tiers of companies
 - Companies would present first and then the Q&A would follow
 - Diana recommended having Pearl St Brewery since they have won awards for being one of the best employers
 - Elaine recommended have Amy from the Workforce Development
- North La Crosse and Hwy 53 Corridor
 - Eagle is up
 - When we have warmer weather, landscape will be complete
 - Flag pole will be installed by Parks Department
- Common Council Updates
 - Andrea
 - (Spoke on North La Crosse bullet point above)
 - Badger Hickey – funds were approved and will continue with plans
 - At the J&A meeting last night, it was approved to have an alcohol tent for Polar Plunge and other events at the beach with proper approval
 - Grandmas Gateway – it was approved to zone it
 - Barb

- City Planning Department is having a community outreach for people in flood plain
 - F&P Meeting on Thursday
 - Parks and Recreation Department is looking into renting the Rubber Mills for additional programming space. Looking for people to come and share input at the meeting.
 - Harry J Olson Lease ends in December and they decided 63-3 to purchase center from the city. They will need to have some fundraisers to maintain.
 - Andrea mentioned using Myrick Park Center building for programming.
 - Neighborhood Centers are well used and at full capacity for programming.
 - There is a senior collaboration meeting with the city, county, libraries, and other involved groups.
 - Barb asked that people come to the meeting on Thursday and bring the above ideas/thoughts.
 - Beer by Bike Brigade
 - Had bake sale this past weekend and raised \$6200 and will go towards scholarships, house building, task force, and other areas in community.
- Updates From La Crosse Area Chamber of Commerce
 - Started Women's Circles
 - Women as a community leader work together to get more women involved to step into leadership positions
 - Tomorrow Vicki will be going to Madison to talk at the hearing about opportunity zones and how it benefits our community. The northside is considered an opportunity zone. Part of this legislation allows a tax incentive when people invest in this area.
 - Operation Thank You
 - Good Opportunity to stop in and say hi to businesses
 - Parking Study
 - City is doing a study on existing lots and where people are parking
 - Caledonia Street is one of the streets being studied
 - There is a survey online and she will send a link out to NLBA
- Updates from Explore La Crosse
 - Last month AJ went to Madison to support the following
 - Sept. 1 start dates for schools – this has a large affect on tourism
 - Allow the process of collecting room tax on sites like AirBnB
 - New Visitor guide is out
 - Wrapping up the dining guide
 - 8 new videos to promote the area
 - Will be redesigning the website
 - ~\$35 million goes into the area from tourism
- Updates from LADCO
 - Coulee Region Business Center is under new leadership
 - Working on strategic plan

- Looking for thoughts/ideas on development of Shopko location
- Working with local realtors to help with investments
- Very involved in the La Crosse Tribune building
- Sports with a Purpose
 - Looking at partnership with Milwaukee
- Looking for full time office administrative assistant, info is on website
- Business Spotlight – Travel Professionals – Sue Stika
 - Local travel agency
 - 24 years in business, 13 years in La Crosse
 - Do a lot with business travel
 - Discounted rates at hotels and car rentals
 - Group rates
 - Destination weddings
 - Park and fly hotels
 - Vacation packages
 - spend time on what customers are looking for
 - Spend a lot of time of travel documentation
 - Passports, driver’s license requirements
 - Stay updated with things going on around the world to help customers
 - Everchanging
 - Different outbreaks (coronavirus)
 - Major things (fires in Australia)
- Business Spotlight – Polar Plunge – Kat Barkhahn
 - The Polar Plunge is Saturday, March 7 and is a fundraiser for Special Olympics
 - After ~10 years at Pettibone Beach, we will be moving the Polar Plunge back to Black River Beach.
 - Looking to raise numbers and have people start teams
 - There will be a volleyball tournament – 1st time!
 - There will be an alcohol tent on the south lawn, tent on the beach with concessions and souvenirs, DJ, and over 700 participants
 - Sponsorship packages are available
 - Volunteers will be needed
- Business Spotlight – Andrea Schnick
 - Additional funds have been allocated to the north side
 - Benefits businesses on the outside
 - Up to \$10,000 grant, but it is a 50/50 match so the max amount that can be applied for is \$20,000.
 - Postcard was mailed to qualified properties
- Meeting was adjourned.