

NLBA July 7th Meetings

Treasurer Report

Starting Balance - \$24,934.82

Ending Balance - \$25,456.82

Uptowne Balance – 7,828.59

Meeting Notes

- La Crosse Logan speakers were not able to make it today.
- Membership meeting tomorrow at 9:00 am, at River Bank
- Highway 53 Corridor Group – needs budgetary support, north of La Crosse River is pretty quiet from the city and funding
 - o Without us reengaging, it's not going to get reengaged or resurrected
 - o Vicki is working on a project with Engage Greater La Crosse to identify what is being spent and where. Where has the funding changed and where is it being allocated?
- What is happening with COVID Relief money from the Federal Government and how is it being deployed and allocated in the La Crosse area?
- NLBA Seminar about Marketing – August 19th at 5:30 pm – 7:30 pm, at the Boys & Girls Club of La Crosse
 - o 360 overview on Marketing 101, recap of GOLSwi, digital marketing. Speakers will be Lamar Advertising, Fox 25, and On3 Printing. 7:00 pm social.
- Updates from Sister Organizations
 - o AJ (Explore La Crosse) – WIAA was back in town which was awesome, working on a long-term agreement with them to continue to have the WIAA come to town
 - July 29th – The Great River Road will become the All American Road
 - Trolly is back and running. Sold out for its first run on July 11th
 - Between the Bluffs will have a new event on Dec. 11th, Froth Bite– similar to Beer, Wine, and Cheese Fest
 - Explore La Crosse videos will be starting up again soon
 - o Neil (CEO of Chamber of Commerce)
 - Launched relocation guide – www.chooseLaCrosse.com
 - Major resource for families moving into the area as well as families in the area
 - Talent attraction campaign is beginning and a campaign that will be running through 2023
 - Looking to take our area as a wonderful place to live and show it off to people who might not necessarily know La Crosse. Plan is to target markets within a 300 mile radius.
 - Business after hours has started back up. Tomorrow at the La Crosse Center hosted by ISG.
 - o Kat (Black River Community Center)
 - Special Olympics is back on after being off for a full year
 - Pools are reopened this summer

- Everything is back in full swing for the year.
- Officer Vo and Officer Bowe (La Crosse Police Department)
 - Sherry Hougom and the department did cooking with cops last week. This was held at the BGC. Kids were able to take home pots and pans after the event.
 - Next event is August 19th from 2:00 pm – 4:00 pm, Cops and Bobbers. The kids will be taking home fishing rods after the event.

NEXT MEETING – August 4th, 2021