



Meeting Minutes – August 4, 2010

8:00 am- Sharon Earp called the meeting to order.

- Introductions
- July 7th meeting minutes were approved.
- Treasurer's Report was approved with the current balance being \$8,778.06.

Old Business

- **Capital Improvement Budget** – Nathan Patros, an Intern from the City of La Crosse Planning Department discussed a key component they would like to get accomplished next year. They would like a bridge that connects the lower north to the Onalaska area. This bridge would be used for bikes and pedestrians to connect from the other trails. This has been in discussion for about 10 years already. Was earlier estimated at around \$800,000 but could be as much as 2 million now. They will be applying for grants. A picture of the purposed bridge will be posted on the NLBA website www.northlacrosse.com. This proposed bridge will be on the agenda at the next meeting of the City Plan Commission Meeting on August 17th. They are looking for our support on this project. This association should put together a small group to look at what has been purposed in the past years budget to make sure things are getting accomplished or where they are in the planning. Then take a look at what could we be proposed in the future. Andrea Richmond said she would check into this year proposed projects before the meeting on the 17th to see what the status is of everything.
- **Exit 3** – Mowing and cleanup of Exit 3 is now being done by the Tavern League. The NLBA along with the Downtown Mainstreet group are doing litter pickup before the mowing takes place. Volunteers are needed for each cleanup time. Please notify us if you are willing to donate an hour of your time to help.
- **High Speed Rail** – no update.
- **Downtown Mainstreet, Inc.** – Vicki Elwood attended the July meeting and informed us of upcoming events. Historic Downtown Days will be held on Saturday October 9th. The NLBA members should participate in this. They will charter a bus/van to use that day to transport shoppers from Viterbo, Downtown, and the Northside. They had a guest from Viterbo at the meeting who mentioned that Oct 9th is parent's day on Campus. There will be a special Historic Day meeting on Tuesday August 10th at 8 am. The Chili Cook-off will be going on that day also. They would like to have different activities with the merchants, music, old time items, etc. They will be doing a scavenger hunt/texting hunting. To incorporate the Northside businesses there could be a couple of questions in the scavenger hunt about the Northside. Winners will get gift certificates. NLBA should come up with some activities, historic lumber mill/sawmills, etc. Maybe the Loggers Baseball Team could dress up in old time uniforms, anything old time related. The MTU no longer has the Trolley available. **Any NLBA members that would like to participate in the Historic Days should contact JoLynn at 769-4203 or Tim Kabat with the Downtown Mainstreet 784-0440.**
- **Dresbach Bridge Project** – no update
- **Billboard Sign** – Some designs were presented by Kling Designs and JoLynn Rihn. It was decided that we want to keep it simple but still include the Merchants with an arrow. JoLynn will put together different options then we will send it out for bid to Kling Designs, SignPro, and Collins Signs. The new NLBA logo, Pat Houlihan mentioned that he likes the new logo but recommends we use pictures of businesses instead of houses. We will collect pictures to see if they would work with the NLBA logo.

Upcoming Events and News

City Plan Commission Meeting
August 17th at 4pm 3rd floor
conference room at City Hall

5th Annual Chad Erickson
Memorial DuRunRun will be held
on Sunday, September 19, 2010
at Riverside Park in La Crosse to
benefit Special Olympics.

Muse Theatre Presents "Angry
Housewives"
Friday and Saturdays in August
Performances begin at 7:30pm
Doors open at 6:45pm
Tickets are available at the door or
you can purchase them in
advance at Festival or Salon
Medusa.

New Business

- Pancake Breakfast Tickets. Ways to distribute the tickets. Pass out to members, have a table at grocery store, etc. Some members took some tickets. We will track the ticket numbers, have posters made listing where they can be purchased. Each person that takes tickets will be responsible for returning the money/unsold tickets.
- Mike Brown – post Oktoberfest events. Tugg, a Reggae Band, will play on Friday night October 1st. On Saturday October 2nd, Flashback will play along with a Walleye Tournament other activities. There will be billboard, brochures, radio and other forms of advertising for this 1st annual event.
- Northside Oktoberfest Beer Tent appearance, new tarps, shutters, etc. Betty Woodruff is talking with Steve Carolyn on what can be done.
- Andrea Richmond showed us pictures of the Wausau area and how they have beautiful perennials at the intersections, median and stop light areas. She recommends that we do this around the Northside as well. This would really clean up and enhance the appearance. Jerry Swim mentioned how the City of Onalaska has different areas that landscape companies maintain. Could we do this also? Andrea said there is about \$20,000 left in the budget.
- Thank you to renewing NLBA Members
 - Advisor’s Management Group
 - Kwik Trip
 - Mike’s Logan Bar
- Thank you to Nicole Osgood, Perkins Restaurant, for the coffee and muffins at the meeting today.

9:00 am - Meeting adjourned with the next meeting on September 1st at Black River Beach Neighborhood Center at 8 am.

Attendance:

Vicki Elwood, Muse Theatre	Bridget Heilman, Bridgeview Plaza	Mike Brown, Logan’s Bar/La Crosse Cty Tavern League
Shirley Krause, M&I Bank	Pat Houlihan, Lawyers at Work	Nathan Patros, City of La Crosse Planning Depart.
Linda Heilman, River Bank	Tim Kabat, Downtown Mainstreet	Kelly Jacobson, Servpro of La Crosse County
Ned Doolittle, Mark Jewellers	Betty Woodruff, The Hair Station	Jerry Swim, Lower Northside & Depot Neighbors
Sharon Earp, SSE Music	Andrea Richmond, La Crosse City Council	JoLynn Rihn, Computer Training and Consulting, LLC

Respectfully submitted by,

JoLynn Rihn, NLBA Secretary

Association Resource

City Planning

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La Crosse Area Development Corp.

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