



North La Crosse Business Association

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North La Crosse Business Association Meeting Minutes – December 2, 2009

8:00 am- Jeff Bjergum Sr. called the meeting to order.

- November meeting minutes were approved.
- Treasurer's Report – A copy of the Financial Report was given to attendees. Current balance is \$9,832.93.
 - A donation was made to the Honor Freedom Flight for \$500 and Riley Hunter for a light contest \$25.
 - \$900 in new or renewed NLBA partnerships.

Old Business

- Steve Carlyon from the City of La Crosse spoke about the Black River Community Center. They held a tour of the new construction last week and would offer it to others if they would like. There will be 3 volleyball courts and covered picnic area. Final phase will include a kid's play area and fishing pier. They are looking into funding for the last phase. There will be 250 capacity in the main room which includes a floating floor for exercise activities, etc. There is a craft room what will include computers and will be a nice hang out area for kids. Steve described the geothermal flooring and green initiatives that are being used like, maintenance free or low maintenance materials, low energy lighting with auto shut off, also solar capabilities were used in several areas. There will be a kitchen area that can be used for warming and preparing foods (no ovens or stoves for cooking). Local artists will be able to hang their artwork on the walls.
- Tim Kabat mentioned the no-wake zone that Betty Woodruff is interested in having that will extended to the end of the beach. Larry Kirsch from City Planning mentioned that Buoys are problem that we might need to be aware of the expense when considering this request. It could take up to 5 buoys for the extension on the river. There would need to be a public hearing and other things to get this started. Betty will work on this project.
- Andrea Richmond asked about having lights pointing at the flag pole on the hill at Copeland Park. Also, it would be nice to see Christmas lights around the park and/or the Train Engine area. This could be a project for NLBA members.
- Eagle platform should be bid out by spring. Design is the only hold back. Hundt will bring an overview of Eagle Platform to the Christmas party. Should start construction this summer, 2010.
- First impression project they haven't met yet so there is no update.
- Exit 3 maintenance project. Randy Eddy Sr. met with Steve O'Malley, Mayor Giese and Mayor Harter and spoke with the DOT to what can be done to clean up the Exit 3 area. Randy will also be meeting with the transportation department. The DOT has control of the fence line along this area. Randy is looking into help with clean up to remove brush, dead trees, etc. May be put together a committee to do the "adopt a highway" so we could take care of the area.
- Capitol Improvement Budget – 2010 there is money set aside so we need to come up with a list of what we want done. There is \$50,000. Meeting will be held to see what changes/improvements can be made to the capitol budget process. Jeff Bjergum will look into having someone do a presentation on this at our January meeting. The meeting is this Thursday from 6:30-7:30 at city hall with finance committee before the regular meeting.
- Welcome Center – no updates.
- John Wettstein is the new temporary director of downtown – Randy Eddy Sr. and Jeff Bjergum met with John and decided to exchange board members with each of our groups. We will work with them on project and share the promotions of which there are 4 major promos per year. Their group meets the 3rd Thursday of each month at 8 am. We will have Bridgett Heilman of the Bridgeview Plaza Merchants be our representative from NLBA to attend their meetings.

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New Business

- LADCO has asked us to send a letter to the Governor showing our support of the high speed rail system coming through the La Crosse area. JoLynn Rihn will write this letter and post information on the NLBA website to encourage other to join us and send a letter. The state will make a decision this Spring on which route to have the High Speed Rail go through; Eau Claire or La Crosse. A petition is available that can be placed at each business asking patrons to help support by signing it.
 - A motion was made to send \$100 to LADCO in support of this effort.
- The Annual NLBA Christmas Party will be held on Thursday, January 14th at Pogy's. Tickets can be purchased from Randy Eddy Sr. or by calling JoLynn at 769-4203.

9:04- Meeting adjourned with the next meeting on January 6th, at America's Best Value Inn at 8 am.

Respectfully submitted by, JoLynn Rihn.

Attendance:

Randy Eddy, Sr., Carrier Insurance
Jeff Bjergum, America's Best Value Inn
Linda Heilman, River Bank
Paul Borsheim, Borton Construction
Sharon Earp, SSE Music
Betty Woodruff, La Crosse Hair Station and Gifted Hands
Bob Blaschke, Blaschke & Schneider Funeral Home
Larry Kirch, City Planning

Bridget Heilman, Bridgeview Plaza Merchants
Dick Granchalek, La Crosse Area Chamber of Commerce
Tim Kabat, City of La Crosse
Al Wagner, City Council District 2
Andrea Richmond, City Council District 1
Vicki Elwood, Muse Theatre
Patti Stellmaker, Best Western Midway Hotel
JoLynn Rihn, Computer Training and Consulting

Association Resource

City Planning

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La Crosse Area Convention & Visitor's Bureau

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La Crosse Chamber

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La Crosse Area Development Corp.

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