



North La Crosse Business Association

P.O. Box 402 – La Crosse, WI 54602-0402

Jeff Bjergum Sr.

President

(608) 461-0349

President@NorthLaCrosse.com

North La Crosse Business Association Meeting Minutes – January 6, 2010

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

- Introductions
- December meeting minutes were approved.
- Treasurer's Report – The Financial Report was presented by Dave Horman, NLBA Treasurer, and given to attendees. Current balance is \$9,807.93.

Old Business

- **Black River Community Center** is progressing with the construction crew working through the cold weather. We will get more pictures on the progress and post them on our website.
- **Eagle Pull-off.** We had an illustration to show what the Eagle Pull-Off is expected to look like. There are some minor changes to the drawing but it is close. This illustration will be available at the Christmas Party. Larry Kirch, Director of Planning at the City of La Crosse, said that after the flood analysis was done they discovered that we can't have an actual platform out on the water. They will be making adjustments to accommodate this. There is a walkway to the Lacrosse Players statue and a ramp to the water with handicapped access. We are still working on preliminary designs before they can be approved and construction can begin.
- **First Impression Project** will be meeting sometime in the next month. Tim Kabat, Planning & Economic Development with the City of La Crosse, will give us an update at that time. We will need help with this project so participation from our members will be needed.
- **Exit 3** – Randy Eddy has been talking with the La Crosse County Highway Department and others. They state that their hands are tied. Randy said he has a couple of groups interested in helping with clean up. Randy will keep us updated.
- **Capital Improvement Budget** – there is a finance meeting on Thursday this week. It may take a few meetings to get everything finalized but they are looking into the best way to have a more formal process so that things can't just be thrown into the budget without following the rules.
- **Welcome Center** – Larry Kirch mentioned that the State has given a couple of options for matching funds to see what can be done to have a Welcome Center. If we want something permanent we should be checking into funding from the Scenic Byways. We would need to get some formal plans in place before submitting an application for the funding from for a new welcome center. A lot of questions still need to be addressed; Does Exit 3 need a welcome center, if so, where should it be, what should be included with it, etc. We will need a good application to be able to get the funding. Over the next 15 months we will need to have the plans finished.
- **Bike/Walking** access at I90 Bridge. Letters have been sent to MNDOT and need to make sure the WIDOT is on board with this. Larry can follow up with Dave on this. New bridge should be engineered to include a bike, walking options to cross the river and connect to other bike trails, etc. and pets.
- **High Speed Rail Collision** is sponsoring an Amtrak trip to the Bucks and Timberwolves game in Milwaukee. See the website www.NorthLaCrosse.com for all the information. Their next meeting is Friday January 15th at 7:30 am at City Hall, 3rd Floor.

New Business

- Paul Borsheim mentioned it would be nice to have a sign stating what activities are coming up in the community and something about who the NLBA is. Maybe below the old sign on Ranger Dr and George St and update with sponsored by the NLBA. Randy Eddy mentioned that this sign is being repainted.
- 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.
- Thank you to Steve Carlyon and his staff at the City of La Crosse Park n Rec Department for working so quickly to have lights put up in Copeland Park during the holiday season. We would like to have this be a yearly tradition. We will be forming a committee to work on this project. Tami Woodruff with the Hair Station has volunteered to be a part of the

committee. We encourage other members to contact us and get involved. We should contact the Rotary Lights group to see if we could use their leftover lights.

- John Wettstein, Downtown Mainstreet Inc., talked about the new relationship with their group and the NLBA. We will share board memberships. This will help with the communication between the two groups to work together in the community.
- Thank you to Rodney Holum, CouleeTech Link and new member of the NLBA, for bringing donuts and bagels to the meeting.

9:06- Meeting adjourned with the next meeting on February 3rd, 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
Ned Doolittle, Mark Jewellers
John Wettstein, Downtown Mainstreet, Inc.

Bridget Heilman, Bridgeview Plaza Merchants
Dick Granchalek, La Crosse Area Chamber of Commerce
Tim Kabat, City of La Crosse
Lorraine Rose Decker, City Council District 15
Andrea Richmond, City Council District 1
Vicki Elwood, Muse Theatre
Jay Sodey, Associated Bank
JoLynn Rihn, Computer Training and Consulting
Rodney Holum, CouleeTech Link

Association Resource

City Planning

400 La Crosse Street
Phone 789-7512
Fax 789-7318
kabatt@cityoflacrosse.org
kirchl@cityoflacrosse.org

La Crosse Area Convention & Visitor's Bureau

410 Veterans Memorial Drive
Phone 782-2366
Fax 782-4082
clements@exploreLaCrosse.com

La Crosse Chamber

712 Main Street
Phone 784-4880
Fax 782-4082
dgranchalek@centurytel.net

La Crosse Area Development Corp.

712 Main Street
Phone 784-5488
Fax 784-5408
ladco@centurytel.net

UW-La Crosse Small Business Development

1725 State Street
Phone 785-8782
Fax 785-6919
gallagherjan@uwlax.edu