



Meeting Minutes – January 5, 2011

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

- Introductions
- December meeting minutes were approved.
- Treasurer's Report - balance was \$7,892.92.

Old Business

- **Capital Improvement Budget** –The budget was passed in December. A new welcome sign was approved for Hwy 16.
- **Exit 3** – Sharon has a letter to send to the La Crosse Tribune editor with our sincere thanks for the wonderful job of organizing and maintaining the cleaning of Exit 3.
- **Amtrak needs to be improved.** Andrea Richmond said they are sending a letter in reference to getting expanded service to the La Crosse area.
- **Downtown Mainstreet** - No December meeting.
- **Dresbach Bridge Project** – Dick Granchalek said there are several pieces that need to take place yet but it is still scheduled for 2012.

New Business

- Tracy Buccelli from the North La Crosse Rotary joined the meeting and discussed what the Rotary does for the community. The Rotary meets every Tuesday at 7:30 am at the Lunda Center, at WTC. They focus specifically on north side working with groups like Cross Roads for students at Logan, the rotary lights, scholarships, student of the month from Cross Road, playground projects, fundraising (ECO Park), and many more. We will have someone from NLBA attend their next meeting to see what we may be able to work together on in the future.
- The Caledonia Street Merchants are getting a new Market (Grocery Store). The Olde Towne North Market scheduled to open January 17th, is owned by Dwight and Debra Glenn and it will be located at the former Art Stained Glass Creations location at 1230 N. Caledonia St.
- Elections for 2011 – Secretary and 1 Board Member will be needed. Anyone interested should contact Sharon Earp.
- Vicki from the Muse Theater led a discussion about setting up a Facebook page for the North La Crosse Business Association. Questions were raised regarding maintaining the information. Everyone feels we should do more to have a central source for information and discussions. Possibly add a “join us” on our website for people to be added to our email list. We will look into adding some type of social networking in the future.
- Membership Appreciation Party. Tami Woodruff mentioned calling it Taste of North La Crosse. Dick recommended doing the party at a Loggers game. We will postpone this until Spring.
- Larry Jiracek with Shred Right was a visitor today. Larry explained what Shred Right has to offer for services in the La Crosse area. They offer on-site shredding of paper products, computer mainframes, disks and some equipment recycling. They remove the items to be recycled into other useable products.
- Gerald Cox from Per Mar Security Services was spotlighted at the meeting today as well. Per Mar Security Services located on Rose Street, provides security cameras, background investigations, fire systems, security monitoring, installation and maintenance services to businesses and residential clients.
- The group discussed the need to have a tax filing system in place along with bylaws. We voted to have Sharon be allowed to contact an attorney and/or accountant.

9:00 am - Meeting adjourned with the next meeting on February 2nd at Black River Beach Neighborhood Center at 8 am.

Respectfully submitted by, JoLynn Rihn, Secretary

Attendance:

Sharon Earp, SSE Music	Dick Granchalek, La Crosse Chamber	Tracy Associated Bank/North La Crosse Rotary
Shirley Krause, M&I Bank	Andrea Richmond, 1st District Council	Gerald Cox, Per Mar Security Services
Vicky Elwood, Muse Theatre	Bob Blaschke, Blaschke Funeral Home	Mike Brown, La Crosse County Tavern League
Larry Jiracek, Shred Right	Jeff Bjergum, America's Best Value Inn	JoLynn Rihn, Computer Training and Consulting
Linda Heilman, River Bank		