



Meeting Minutes – June 2, 2010

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

- Introductions
- May 5th meeting minutes were approved by Shirley Krause and 2nd by Sharon Earp.
- Treasurer’s Report was given by Bob Blaschke with the current balance being \$9,284.81.

Old Business

- **Capital Improvement Budget** – no update.
- **Black River Community Center** – Gifted Hands will donate 6 dozen cookies for the Grand Opening. We will talk with Betty Woodruff to get an update. Maybe opening June 18th but need to confirm this.
- **Exit 3** – Cleanup of Exit 3 was done by the Board of Public Works at a cost of \$1,100.00. The bill is to be split between DMI, Tavern League, City and County of La Crosse and the NLBA. Tavern league will take over the duties and cost. Mike Brown wondered if this cleanup could be counted as the once a year cleaning that the County is paid for instead and then they (Tavern League) will just take over from now. Jerry Swim from the Lower Northside will check with the Ho Chuck to see if we can work together with them on the cleanup of the area since they have the Adopt a Highway of that area.
- **High Speed Rail** – The next meeting is Friday July 9th at City Hall. A study will be done in 2011.
- **Downtown Mainstreet, Inc.** – Bridgett Heilman gave an update from the last DMI meeting. They are working on the Fall Fashion Show fundraiser. Tim Kabat would like to work with us to get the north side businesses involved with Historic Days this fall. He would like to have the Trolley come to the north side and have a tour. We need a NLBA member to volunteer to attend the meeting, possibly someone from the retail side of Caledonia. Next DMI meeting is June 17th at 8 am at the La Crosse Chamber office.
- **Dresbach Bridge Project** – Dick Granchalek with the La Crosse Chamber mentioned he received an email from the District Engineer in Rochester stating that after exploring alternatives, the MNDOT has said the original plan will move forward. There are still some approvals needed then there will be a public hearing. Dick will let us know when it is scheduled.
- **Welcome Center** – Opened last Friday in Bridgeview Plaza. They are tracking people that come in so they know where they came in from and where they were going.
- **Caledonia Street Merchants Sign** – The sign repairs is in progress. There is primer on the sign right now. A member asked if there is there a design of what it would look like. JoLynn Rihn will contact Ned Doolittle to see what details are available and when it is expected to be finished.

North La Crosse Business Association

Volunteers – NLBA Fundraiser, Wednesday June 23rd food tent workers needed from 4 pm to 8 pm. If you are interested please call Jeff Bjergum at 608-461-0349.

Upcoming Meetings

Empire Builder High Speed Rail Coalition Meeting
Friday, July 9th, 7:30 a.m.
La Crosse City Hall, 3rd Floor Conference Room

La Crosse Day at Miller Park is June 24th

New Business

- NLBA has openings for Officers – President, Vice President and Secretary Positions and 3 new Board Members.
- Welcome and Thank you to our New Member – Mike Collins, CAC and Renewing Member - Carr Building
- NLBA Fundraiser will be held on Wednesday June 23rd. There will be a food tent that we will be selling hot dogs and brats for the VOA Honda Velcory owners that will be in town for an event and have asked if we wanted to provide the food. Volunteers are needed to help setup, serve/cook food, cleanup, etc. There will also be a HOG rally at the

Oktoberfest grounds on the south side the same day as the group moves thru the La Crosse area on their bike ride from Duluth to Dubuque.

9:00 am - Meeting adjourned with the next meeting on July 7th at America's Best Value Inn at 8 am. The location of this meeting may change to the new Community Center. Please watch the next Agenda for updates on the location.

Attendance:

Jeff Bjergum, America's Best Value Inn	Shirley Krause, M&I Bank	Ned Doolittle, Mark Jewellers
Bridget Heilman, Bridgeview Plaza	Dick Granchalek, Chamber of La Crosse	Sharon Earp, SSE Music
Linda Heilman, River Bank	Tami Woodruff, Hair Station	Mike Collins, CAC LLC
Mike Brown, Logan's Bar/La Crosse	Jerry Swim, Lower Northside & Depot	Bob Blaschke, Blaschke & Schneider
County Tavern League	Neighbors	Funeral Home
		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 Convention & Visitor's Bureau

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La Crosse Chamber

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La Crosse Area Development Corp.

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