



Meeting Minutes – May 5, 2010

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

- March meeting minutes were approved.
- Treasurer's Report – was approved with the current balance is \$10,055.28.

Old Business

- **Capital Improvement Budget** – We are looking into lighting, trees or other ideas of what we can do to enhance the overall appearance of the north side. Maybe some lighting and a plastic pedestrian cross walk sign by the new community center on Rose.
- **Black River Community Center** – No updates on when it will open. The cost of the bench we, (NLBA) will donate is a little lower than we originally thought. They are going with a different model.
- **Exit 3** – Jeff Bjergum, Jerry Swim and some students from UWL did a cleanup from the Pizza Hut area down to Copeland Park.
- **High Speed Rail** – The next meeting is this Friday at City Hall. Dave from LAVCB mentioned that the Train Station BBQ event with MN went very well. They will be having a meeting in St Paul as well in the near future. Dick from the Chamber mentioned that they went to DC and met with different legislatives.
- **Downtown Mainstreet, Inc.** – Tim Kabat gave us an update: The annual Sidewalk Sale will be July 16th and 17th. They would like to do something with the Caledonia Street merchants maybe have the trolley to move people back and forth. Spring Fling – about 46 stores participated and there were a lot of shoppers. Last night they unveiled a new logo and branding. They are working on a new Website, getting setup on Facebook and Twitter. They are also working on cleaning up the downtown area currently using volunteers. They will be hiring pay someone to do the cleanup thru a program with the Vocational Rehab, salary for 3 months. Would like to eventually hire someone to do this one a permanent basis. Tim is spending time introducing himself to the local businesses. He asked if the NLBA would like to get together a small group to discuss how we can jointly do events together.
- **Dresbach Bridge Project** – The project is being reevaluated to see where they can save some costs. There will be a public hearing sometime around July. They are still targeting 2012 for the start of this project.
- **Welcome Center** – The La Crosse Area Visitors and Convention Bureau (LAVCB) will be opening a Welcome Center in Bridgeview Plaza next to Shopko Pharmacy sometime in the next 2 weeks. Signage will be going up very soon. They are working on all the details of the hours, staff, volunteers and partnerships with local businesses like McDonalds, Burger King and Kwik Trip. They will be tracking the number of people that come in, zip codes of visitors, brochures that went out, etc. so they can plan for the future. Having the location in Bridgeview Plaza will be a better choice than the location at the I90 wayside which has only east bound travelers and would need to follow State rules and regulations, etc.
- **Caledonia Street Merchants Sign** – The sign located on the corner of Clinton and George Streets is getting repainted. The cost for repairs is about \$800. Andrea Richmond will check to see if this could be paid for with the funding from the capital improvement budget.

North La Crosse Business Association

is looking for Officer's and Board Members. If you are interested please email info@northlacrosse.com or call JoLynn 769-4203.

Upcoming Meetings

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

La Crosse Area Bicycle and Pedestrian Advisory Committee
Monday, May 10 at 5:30 p.m. in room B190 of the La Crosse County Administrative Center

Small Business Growth Conference
Wednesday, May 26, 2010
8:30 am until 11:30 am (7:30 continental breakfast and check in)
The Waterfront - Cargill Room

Head over to Copeland Park Sat., May 15, from 11:00 a.m.-3:00 p.m., for a guided tour of the steam locomotive and control tower. This event is free and open to the public....

New Business

- La Crosse Area Visitors and Convention Bureau
 - Dave wanted to say thank you to the City Council members and to Mike Brown from Tavern League for their assistance on the room tax.
 - Candle Wood Suites opens today.
 - The La Crosse Queen will be in operation this year.
 - The LAVCB will be holding a Super Office Party on Tuesday June 15th at 5 pm on the La Crosse Queen for a 1 ½ hour cruise. Everyone is invited and the cost is \$1. Call 782-2366 if you will be attending.
 - La Crosse Day at Miller Park - only a few tickets remain, get your tickets today, there will be about 30-35 buses.
- NBLA Board Member Election – setup a meeting for all board members to discuss a budget committee, bi-laws on elections, etc. If there is anyone that would like to join the board. The current Officers and Board Members will meet on Wednesday May 19th at 8 am at America’s Best Value Inn.
- Nancy Rudrud had an idea to add some nice landscaping to the Community Center by having bricks and a bench area. She asked if maybe Logan Alumni would be interested in selling bricks. Betty mentioned that is getting information about having a clock outside of the Community Center.
- The La Crosse Police Department Annual Awards Ceremony will be held on May 10th at 7 pm and are asking for a donation of \$100 to help toward the expenses. This was approved.

9:15- Meeting adjourned with the next meeting on June 2nd at America’s Best Value Inn at 8 am.

Attendance:

Jim Thiele, The Photographer	Shirley Krause, M&I Bank	Kelly Jacobson, SERVPro of La Crosse Cty
Jeff Bjergum, America’s Best Value Inn	Andrea Richmond, City Council District 1	Tara Johnson, McGladery Pullen
Bridget Heilman, Bridgeview Plaza	Dick Granchalek, Chamber of La Crosse	Ned Doolittle, Mark Jewellers
Linda Heilman, River Bank	Betty Woodruff, Hair Station/Gifted Hands	Dave Clements, LAVCB
Nancy Rudrud, Midwest Family Broadcasting	Mike Brown, Logan’s Bar/La Crosse County Tavern League	Sharon Earp, SSE Music

Respectfully submitted by,

JoLynn Rihn, NLBA Secretary

Association Resource

City Planning

400 La Crosse Street
Phone 789-7512
Fax 789-7318
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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