



North La Crosse Business Association

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

Jeff Bjergum Sr.
President
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North La Crosse Business Association Meeting Minutes – November 4, 2009

8:04 am- Jeff Bjergum Sr. called the meeting to order.

- Treasurer's Report – A copy of the Financial Report was given to attendees. Current balance is \$9,457.93.

Old Business

- Mike Swinghammer with River Architects discussed the progress at the new North La Crosse Community Center at the Black River Beach. The Center is targeted for completion in April of 2010. They are a little behind schedule right now but should be able to catch back up if weather permits. The Community Center will be staffed by the La Crosse Park and Rec department. They are working on the interior design and furnishings right now and are already receiving calls about reservations. Outside of the Center will be a covered picnic area, restrooms and showers. All products being used are local materials and include items like geo thermal tubing underground and solar hot water panels on the roof. The next phase of this project will include a fishing pier. Pictures of the construction will be posted on the North La Crosse Business Association website: www.NorthLaCrosse.com
- Jeff Bjergum mentioned that Dave Clements of the LAVCB is meeting with Dan Kapanke to discuss the status of the Welcome Center. We should have an update for the next meeting.
- Dick Granchalek with the La Crosse Chamber mentioned there is a delay in the public meeting regarding the I90 Bridge reconstruction. This meeting should be taking place early December. This project is scheduled for 2012-2014.
- Tim Kabat (City of La Crosse) and Andrea Richmond (Council Member) mentioned there are upcoming meetings that we should be aware of. Andrea is hoping to get lighting and sidewalk repair/replacement approved for the north side at the finance meeting.
 - 7:30 p.m. November 5, 2009,– Finance and Personnel
 - 7:30 P.M. Tuesday, November 10, 2009 Committee of the whole
 - 7:30 P.M. Tuesday, November 12, 2009 Common Council
 - 7:30 P.M. Tuesday, November 17, 2009 – Public Hearing – Special Common Council Meeting to adopt budget
- First Impressions Group update from Tim Kabat. Council approved 3 areas for improvements. They are:
 - State Hwy 33 they would like to have designated as a byway. This would help to promote tourism with the byway classification.
 - Entrances to the city. Improvement son the looks at each entrance to the city.
 - Way findings. Way finds are the signs and directions to attractions and facilities in the area.
 - Having the NLBA involved is highly recommended so that we can have a say in what would be done in our areas. Anyone that would like to help represent the NLBA with the project please let us know.

New Business

- Nicole Osgood from Perkins said she is getting a lot of inquiries at the restaurant about the Community Center. She asked for some information and pictures that can be placed at the restaurant for people to see what the Center will look like.
- Betty Woodruff would like to have a "No Wake" zone that continues past the end of the Black River Beach area and across the entire river. Currently the no wake zone stops just past the Clinton Street Bridge when heading north. The waves really cause problems with the small children at the beach. It was mentioned that the large waves are also hazardous when putting in or taking out boats at the ramp areas. Betty has spoke with some groups and organizations

Association Resource

City Planning

400 La Crosse Street
Phone 789-7512
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kabatt@cityoflacrosse.org
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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
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UW-La Crosse Small Business Development

1725 State Street
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but is not sure how to get the appropriate attention to this. She would like to see this in place with the opening of the next beach season. She is asking for the help of the NLBA to assist in this matter.

- NLBA Christmas Party. It was mentioned that the early part of December is a very busy time and it is felt that if we moved it to January we would have a better turnout. We will check with Randy Eddy Sr. to see what the current plans are and to see if January could be an option.

Next Meeting Topics/Guest Speakers:

- Steve Flottmeyer – Eagle Platform/Hwy 35 Update.
- La Crosse Park and Rec regarding the North La Crosse Community Center.

8:40- Meeting adjourned with the next meeting on December 2nd, at America’s Best Value Inn at 8 am.

Respectfully submitted by, JoLynn Rihn.

Attendance:

Shirley Krause, M&I Bank
 Jeff Bjergum, America’s Best Value Inn
 Linda Heilman, River Bank
 Nicole Osgood, Perkins Restaurant
 Sharon Earp, SSE Music
 Betty Woodruff, La Crosse Hair Station and Gifted Hands

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
 JoLynn Rihn, Computer Training and Consulting

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