



## Meeting Minutes – October 6, 2010

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

- Introductions
- September 1<sup>st</sup> meeting minutes were approved.
- Treasurer's Report was approved with the current balance being \$9,667.70.

### Old Business

- **Capital Improvement Budget** –Andrea Richmond, City Council Member, still have money left to do some landscaping along the corridors. Working with forestry to see what they can offer for suggestions. Sharon spoke with the bus and they said they could not do anything because of the limited location on Caledonia and Clinton streets where there is congestion with
- **Exit 3** – Planning ahead for next year, Tim suggests that we put together a regular schedule on cleanup and not do it around the mowing. Right now there is a lot of garbage around because of Oktoberfest. Kelly will coordinate a cleanup. Onalaska side looks great. Kelly will check on who is taking care of theirs to see if we can do. Volunteers – Logan Show Choir, Viterbo, UWL, WTC, Churches, Boys and Girls Club. Approximately 9 times a year starting in March – November. Mail each group to see if they would like to be on our list for next year.
- **High Speed Rail** – Sharon attended the last meeting and are still moving forward but at a slower pace. Tim mentioned that this is a situation where business should write letters stating there. Friday the 15<sup>th</sup> at 7:30 am at City Hall is the next meeting. The LADCOWeb.org has more information if you would like to read more.
- **Downtown Mainstreet, Inc.** – Sharon went to the Caledonia Street merchants and asked who wanted to participate in the Historic Downtown Days. The shuttle bus should be going about every ½ hour starting at about 10 am. Sharon attended the September DMI meeting and talked to us about Historic Downtown Days which will be held on Saturday October 9th. People will be walking around in Historical clothing and the Barbershop Quartet will be singing from 10am to 1pm walking around the Caledonia Street area. The plan is to start earlier for having more participants for next year. NLBA members should participate in this. Downtown will be chartering a bus to use that day to transport shoppers from Viterbo, Downtown, and the Northside. NLBA will give \$100 to DMI to go toward the shuttle bus.
- **Dresbach Bridge Project** – no update
- **Billboard Sign** – JMP Studio did a sketch drawing with some buildings from the Caledonia Street merchants. We have received a bid from Quality Sign, La Crosse Sign and Sign Pro. Collin Signs did the drawing of the new sign. The decision was made to talk with SignPro about becoming a member of the NLBA and we could have them do the sign.

### New Business

- **Guest** – Geva with La Crosse Public Education a private foundation that supports the La Crosse School District. Last year about \$43,000 was given to the district through grants. Businesses can sponsor programs or to the general fund. The Business would be recognized on the program material. \$20,000 a yr goes to principals to help with the students that are not able to afford school activities or other items including band instruments and educational needs. Teacher excellence money to train staff. Randy Eddy sponsored math-a-thon that north side schools participate in. Visit their website for more information
- The Parade Marshall Pancake Breakfast Tickets. Thank you to Shirley and Sharon for helping out during the Pancake Breakfast. Ken Wing will send our money back once they have it figured out.
- Thank you to renewing NLBA Members
  - Downtown Mainstreet, Inc.
  - Flynn Enterprises of La Crosse
  - La Crosse Baseball, LLC (Loggers)

- River Bank
- The Train Station BBQ
- Weiss-Bush Auto Body Shop
- Christmas Lights at Copeland Park. The City of La Crosse will be putting up lights and paying the electricity. Should we have a party of some kind with soup, coffee, etc. at the lighting of the park? Maybe have the La Crosse Girls' Choir could do some caroling. Is there a skate rental available anywhere? Betty will talk with the City to get permission. The train will be a part of the lights.
- Christmas Party – looking at a February Saturday night. Location will be BRBNC. We will ask our members if they would like to donate food or we will look into prices to purchase the food.
- Thank you to Nicole Osgood, Perkins Restaurant, for the coffee and muffins at the meeting today.

**9:20 am** - Meeting adjourned with the next meeting on November 3<sup>rd</sup> at Black River Beach Neighborhood Center at 8 am.

Attendance:

Sharon Earp, SSE Music  
Betty Woodruff, The Hair Station & Gifted Hands  
Kelly Jacobson, Servpro of La Crosse  
Andrea Richmond, City Council

Ned Doolittle, Mark Jewellers  
Bob Blaschke, Blaschke Funeral Home  
Tim Kabat, Downtown Mainstreet  
Linda Heilman, River Bank

Respectfully submitted by,

JoLynn Rihn, NLBA Secretary

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**Association Resource**

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**La Crosse Area Development Corp.**  
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