



Meeting Minutes – September 1, 2010

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

- Introductions
- August 4th meeting minutes were approved.
- Treasurer's Report was approved with the current balance being \$9,116.70.

Old Business

- **Capital Improvement Budget** – Sharon Earp will talk with Andrea Richmond, City Council Member, to look into the Rose and George Street area to see what is being proposed for construction. There are some landscaping and street lighting that could be done. There was talk of a median in front of America's Best Value Inn and Bridgeview Plaza entrance area. What areas need some fixing/sprucing up?
- **Exit 3** – No date on the next cleanup. Kelly Jacobson will be coordinating the next project. It was mentioned that this should be done before Oktoberfest. There is a lot of garbage along this area right now. The Welcome Statue area looks terrible and needs some attention. Jerry Swim will see what can be done in the meantime.
- **High Speed Rail** – No date on next meeting. The joint study with Minnesota will be pushed back for about a year.
- **Downtown Mainstreet, Inc.** – Vicki Elwood attended the August meeting and talked to us about Historic Downtown Days which will be held on Saturday October 9th. The 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. They are still looking for activities and participants for the scavenger hunt. Sharon Earp will coordinate the Merchants events. Downtown has several things planned. Vicki mentioned having the Barbershop singers as an option or Logan Show Choir. Tim Kabat can put the Northside events in the flyer but will need the information by next Friday the 10th of September. NLBA will give \$100 to DMI to go toward the shuttle bus and \$100 to events that we want to have at the Northside businesses. Tim Kabat spoke with the City of La Crosse to get permission to put up tables, etc. on the sidewalks that day. Tim will email us a copy of the letter for the permissions. **Any Northside businesses that would like to participate in the Historic Days should contact Sharon Earp at 386-3083.**
- **Dresbach Bridge Project** – no update
- **Billboard Sign** – JMP Studio will sketch out a drawing with some buildings to use on the logo. We want a new logo before making any final decisions on the billboard redesign. We have received a bid from Quality Sign for a vinyl sign and will also get bids from La Crosse Sign and Kling Design. Sharon Earp is now going to work with the companies on their bids and the design of the billboard. Another company that was mentioned is Meridan Marketing to get a bid from. We want to get bids from 3 or 4 places before making a decision.

New Business

- The Parade Marshall Pancake Breakfast Tickets are available. If you are interested in selling tickets or putting up a poster please contact JoLynn at 769-4203.
- Thank you to renewing NLBA Members
 - Pogy's Catering
 - Festival Foods
 - Lawyer's At Work
- Member Spotlight – have 1 or 2 business tell us about their company at each meeting. It was brought up that we could ask our new or renewing members to be the spotlight. Sharon Earp will contact them to see if they can attend.
- 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 October 6th at Black River Beach Neighborhood Center at 8 am.

Attendance:

Vicki Elwood, Muse Theatre
Shirley Krause, M&I Bank
Linda Heilman, River Bank
Sharon Earp, SSE Music
Mike Collins, CAC

Bridget Heilman, Bridgeview Plaza
Bob Blaschke, Blaschke Funeral Home
Tim Kabat, Downtown Mainstreet
Betty Woodruff, The Hair Station
Lorraine Rose Decker, City Council

Dick Granchalek, La Crosse Chamber of Commerce
Jeff Bjergum, America's Best Value Inn
Jerry Swim, Lower Northside & Depot Neighbors
JoLynn Rihn, Computer Training and Consulting, LLC

Respectfully submitted by,

JoLynn Rihn, NLBA Secretary

Association Resource

City Planning
400 La Crosse Street
Phone 789-7512
Fax 789-7318
kabatt@cityoflacrosse.org
kirchl@cityoflacrosse.org

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