



City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI 54601

Meeting Agenda - Final

La Crosse Center Board

Monday, March 27, 2017

4:00 PM

La Crosse Center Conference Room
300 Harborview Plaza, La Crosse, WI 54601

Call to Order, Roll Call

Approval of Minutes

Approval of Minutes from January 31, 2017

Agenda Items:

1 Visioning Workshop (Gensler Rep on speaker phone)

The Gensler Team is proposing 3 - 4 hour Visioning Sessions to build a common understanding for the project's overall approach and to achieve a shared vision among the city's leadership, convention center team and primary users. Proposed dates are during the week of May 8, 2017. 2 Day session

2 Branding Design Proposal from Gensler

The scope of work has been separated into several phases including identity development, collateral design, website look and feel, construction barricade graphics and signage & wayfinding.

The first phase will coincide with the concept design phase for the building and includes the development of a new brand platform, identity design and logo usage guidelines. Guided by the information gathered during the visioning session, we will deliver a holistic brand platform and visual vocabulary that is rooted in the goals and aspirations that you, the community and other stakeholders have for the La Crosse Center. All future design decisions will build off this platform allowing the following phases to be more streamlined and less costly. It will also give you more freedom to work with local graphics vendors (if you wish to) for future brand extensions and collateral.

3 La Crosse Center Renovation and Remodeling

Update on Funding and Next Steps

4 Convention Report

5 Financial Report

Due to the City of La Crosse yet to finalize the books on 2016 we are still waiting for that closure to report end of 2016 and the first 2 months of 2017. It is expected records to be finalized with the April 2017 council cycle,

6 President's Report

7 Director's Report

- 1) Update on Basketball
- 2) Upcoming events
- 3) Update on ramp parking

8 Liquor Bills for Approval December 2016, January and February 2017

Next Meeting Date/Agenda Items

Adjournment

Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.

NOTICE TO PERSONS WITH A DISABILITY

Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to ADAcityclerk@cityoflacrosse.org, with as much advance notice as possible.