



City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI 54601

Meeting Minutes

La Crosse Center Board

Wednesday, December 5, 2018

4:00 PM

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

Call to Order

Roll Call

Present: 9 - Douglas Farmer, Scott Neumeister, Phillip J. Addis, David L. Mc Dowell, Brent Smith, Amanda Halderson-Jackson, Pamela Maas, Nancy Flottmeyer, Danielle Peterslie

Others: Art Fahey, Josh Aliesch, Dave Guepfer, Kris Salzwedel - La Crosse Center. Kerstin Boudreau - Metre Advertising, Will Kratt, Lynn Bruns, Kevin Bills - ISG, AJ Frels - LCCVB, Jason Gilman - City Planner, Barb Jansen, Dave Marshall - La Crosse City Council and media reps from La Crosse Tribune, WKBT, WXOW, WIZM.

Approval of Minutes

Motioned by Farmer seconded by Jackson to approve. Passed unanimously.

Minutes November 28, 2018

Agenda Items:

Discussion of Remodel and Expansion Concepts and possible vote on the same.

A number of items were reviewed in this discussion. 1) Surveys from the Public Meeting were reviewed from the guest feedback, future community input meetings and keeping the Mayor informed. 2) Metre Advertising in conjunction with ISG Architects developed the initial surveys - various items within the survey were discussed. The public exit survey came back with an 89% positive response to the experience. 3) Shamrock Productions promoters of the Annual Sports Vacation and Travel Show delivered a letter that discussed the future of the North Hall. Their concern was in the area of reducing the size of North Hall. 4) It was suggested that we add a portion of the website to deal with FAQ and providing links to what the public could expect when they arrive for a public meeting. 5) Discussion of the importance of a new ballroom and the growth of business that might be expected. 6) Future Designs were discussed with "bolt - ons" (other additions) and other room expansions. 7) Understanding the level of finish and associated costs 8) Discussion on the desire to see financial numbers backing the decision to choose one design over another. The desire to see a profit and loss for each space in the current venue and what the loss would be without a North Hall. Also the cost of running the new facility.

Motion by the Jackson seconded by McDowell to approve moving forward with both the North and West Concepts to be presented to the City Council. Passed unanimously.

Next public meeting December 20, 2018

ConferenceDirect Proposal

The proposal from Conference Direct - Joe Dymek was reviewed for the Sales and Services of the La Crosse Center. Motioned to accept the proposal moved by Doug Farmer seconded by Scott Neumeister....passed unanimously.

Finances September 2018

Director Fahey reported the financials for September 2018 and Year To Date. September 2018 was a (\$1,562.48) red month....this compares to last year which was (\$7,149.12) red. YTD in 2018 the Center is at \$263,991.17 in the black compared to 2017 which was \$214,836.87 in the black.

Financials October 2018

Director Fahey reported the financials for October 2018 and Year To Date. October 2018 was a \$16,920.54 black month....this compares to last year which was \$24,684.00 black. YTD in 2018 the Center is at \$280,911.71 in the black compared to 2017 which was \$239,520.87 in the black.

Event Break Down October 29, 2018

Operations and Sales Manager Kris Salzwedel presented a series of new graphs. Those included usage of each of the individual rooms in the venue, various types of events booking the Center, revenue based on invoicing, catering and hosted bars and room use on a month to month basis.

Convention Surveys Nov 27, 2018

Director Fahey presented the latest convention feedback surveys and reviewed the convention numbers. For 2018 the venue will have 26 conventions, 2019 currently on the books are 22 conventions with 12 tentatives, for 2020 there are 11 booked conventions and 16 tentatives and 2021 6 booked conventions and 16 tentatives.

President's Report

Director's Report

Director Fahey reported that the open Sales Position at the Center has been posted and will be accepting applications until December 21, 2018. Also, an update on the ABA Showtime was given.

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.