



City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI 54601

Meeting Minutes

La Crosse Center Board

Tuesday, May 14, 2019

4:00 PM

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

Call to Order

Roll Call

Others in attendance: Kevin Bills and Jenn Jahr - ISG, Kris Salzwedel, Sue Wieman - La Crosse Center, Justin Garvey and Kerstin Boudreau - Metre, Brad Williams - Midwest Family Radio and a reporter from WKBT-TV.

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

Approval of Minutes

Minutes April 18, 2019 for approval

Minutes moved to approve by Scott Neumeister and seconded by Dani Peterslie. Passed unanimously.

Agenda Items:

La Crosse Center Expansion Update

Chairman Brent Smith presented the latest update on the La Crosse Center Expansion which entailed current meetings on funding with the City of Onalaska and future meetings with the County of La Crosse.

ISG - Decision Making Process for upcoming topics for the La Crosse Center

Kevin Bills of ISG presented the expected next steps that the La Crosse Center Board will be involved with in the key decision making process in the next few months. Esthetics and seating were among the key items to keep in the mind for the near future.

ISG's Invoice #56218 for approval

Kevin Bills of ISG presented their most current invoice for approval to the La Crosse Center Board. Invoice number 56218 dated April 30, 2019. Moved to approve by Amanda Jackson seconded by Nancy Flottmeyer. Passed with a unanimous vote.

Metre Inv #2765 and #2764 for approval

Justin Garvey of Metre presented their latest 2 invoices for approval. Invoices number 2765 and 2764. Moved to approve by Scott Neumeister and seconded by Nancy Flottmeyer. Passed unanimously.

Convention Update May 10, 2019

Recent convention surveys were reviewed along with a convention update. The Board is asking for further breakdown on the types of events to be reported. Such as weddings, trades shows, banquets, etc. In addition, they are requesting a report of the number of "new" events and a lost business report. Staff is instructed to bring that back for future meetings.

Conference Direct / Scott Chard Report

A rather lengthy discussion surrounded the Chard Report recently conducted and returned to the La Crosse Center. Chairman Smith opened the discussion with some comments on the report. He also indicated that the Mayor had meet with him, Phil Addis and Director Fahey on the report.

Pamela Maas made comments on how hard working the LCC staff has been as indicated in the document. She also liked the "fresh eyes" look at the LCC. She indicated there should be now a process of improvement on the points needed. Staffing levels should go up. A marketing person needs to be on staff taking care of everything from digital and branding. Also, a review of our pricing methodology - comparison pricing with our competition.

Amanda Jackson wants to review our organizational chart. She would also like to hear from the LCC staff where they think there needs to be added staff. Nancy Flottmeyer addressed the culture disconnect and would like to see that move in a positive direction. She also addressed what she felt where the roles of a sales person, event coordinator and a designated convention person. Another area was sales goals and trends of sales for the LCC. She also mention seeing the comparisons in different categories of weddings, tradeshow and conventions.

Overall there was a feeling of hiring a marketing person in the near future. Even short circuiting that if necessary. It was moved by Phil Addis and seconded by Scott Neumeister to start the process of hiring a new marketing position.

President's Report

Chairman Smith review all the areas covered in the meeting and indicated to the Board of a number of expansion decisions will be coming for the LCC Board to make.

Director's Report

Director Fahey reported on recent events hosted by the venue including Luke Combs, Home Free and the Michael W Smith concerts, CenexPo, School Bus and Ambassadors of Christ conventions. Upcoming events include the WAMO Dart Tournament, The Theresa Caputo Show, Dairyland's Annual Meeting and Central, Logan and Holmen graduations. Recently held graduations were with Viterbo and UWL. Fahey reported that we are in the second round of interviews for a lead janitor and the first round of interviews for a sales and event coordinator. Finally, the Branding RFP is out and due back at 4PM, Friday May 24, 2019

Liquor Invoices for April 2019 for approval

Liquor invoices for April 2019 were moved by Phil Addis and seconded by Amanda Jackson for approval. Passed unanimously.

Adjournment

Passed with unanimous consent

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.