



City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI 54601

Meeting Minutes

La Crosse Center Board

Thursday, December 19, 2019

4:00 PM

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

Call to Order

Roll Call

Others in attendance Kris Salzwedel, Elizabeth Poh, Natalie Olson, Dave Guepfer, Jay Breier - La Crosse Center, Jennifer Stangl, Kevin Bills ISG, Peter Linsmeier - Kraus Andersen, Brad Williams - Midwest Family Radio

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 November 11, 2019 for Approval

Minutes moved for approval by Dave McDowell second by Nancy Flottmeyer.
Unanimously approved.

Agenda Items:

Kraus Andersen Updates on Expansion and Renovation of the La Crosse Center

Peter Linsmeier gave a general overview of the progress of construction happening on Front and Second Streets. Noted that Front Street will be closed beginning on January 2, 2020. Also a webcam is up and in place for monitoring the progress of the construction.

ISG Updates on the La Crosse Center Expansion and Renovation Project

Kevin Bills of ISG gave the next steps to the project after the ceremonial ground breaking. The next bid package will go out in February of 2020 with an estimated return on March 5, 2020. At that point the La Crosse Center board will need to make decisions on parts of the project that can stay or need to be removed.

Branding update by Vendi

Via speaker phone Kate Weis of Vendi gave an update on the process of the Branding for the La Crosse Center. There are 4 phases - currently we are in the midst of the 1st phase. Results will be coming back to the subcommittee then to the board after the findings of the 1st phase.

Convention Update

Kris Salzwedel of the Center staff gave an update of the convention numbers for 2020 to 2023. The Board asked for future reports to include additional categories such as wedding receptions and trade shows. Accepted and filed.

Web and Facebook Analytics for the La Crosse Center Website

Dave Guepfer of the Center staff gave a first Analytic Report for the Center's website and Facebook activity.

Metre Invoice 2879 for Approval

Metre's final invoice was approved. Motioned by Nancy Flottmeyer second by Pamela Maas. Passed Unanimously.

Vendi Inv 5492 for Approval

Vendi's invoice for approval. Motioned by Scott Neumeister second by Nancy Flottmeyer. Passed Unanimously.

Kraus Andersen Invoice KA39121 for Approval

Kraus Andersen's Invoice KA39121 moved for approval by Dave McDowell second by Doug Farmer. Passed unanimously.

ISG Invoices 61067, 60110 and 60709 for Approval

ISG invoice's 61709, 61067 and 60110 for approval. Moved by Amanda Jackson second by Doug Farmer for approval. Passed unanimously.

Financial Reports for October 2019 and November 2019

Director Fahey reported on the venue's financial reports for October and November 2019.

October 2019 was a \$167,086.92 profitable month. This compares to \$16,920 October 2018. YTD is \$411,736.68 over last year of \$280,911.71

November 2019 was a \$166,227.72 profitable month. This compares to \$80,735.97. YTD is \$577,964.40 over last year of \$361,647.68

President's Report

President Smith reported on the very successful Ground Breaking Ceremonies.

Director's Report

Purchasing of a Portable Fly System from the 2019 Operating Budget up to \$200,000.

Director Fahey requested that the Center use a portion of the expected 2019 end of year operating profits to go towards the purchase of a Portable Fly System for the arena. Unanimous consent on the request up to \$200,000.

Code of Ethics 2020

President Smith reviewed the annual Code of Ethics for the La Crosse Center Board.

Liquor Invoices for November 2019 for Approval

Liquor invoices for November 2019 were moved for approval by Phil Addis second by Pamela Maas. Unanimously approved.

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.