



City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI. 54601

Meeting Minutes

La Crosse Center Board

Monday, October 12, 2020

4:00 PM

Virtual Meeting

Please Note: In an effort to keep members of the public, the La Crosse Center Team and the La Crosse Center Board as safe as possible from the spread of COVID19 this meeting will be conducted through video conferencing. The meeting can be accessed through the following link:

<https://call.lifesizecloud.com/3010241>

If you have questions or concerns regarding an agenda item, please call (608) 789-7413 or e mail afahey@lacrossecenter.com prior to the meeting.

Call to Order

Roll Call

Present: 6 - Douglas Farmer, Phillip J. Addis, David L. Mc Dowell, Brent Smith, Amanda Halderson-Jackson, Pamela Maas

Excused: 3 - Scott Neumeister, Nancy Flottmeyer, Danielle Peterslie

Approval of Minutes

Minutes from September 22, 2020 - Action Item

Minutes from September 22, 2020 moved by Doug Farmer seconded by Phil Addis for approval. Passed unanimously.

Agenda Items:

Financials for August 2020 - Action Item

Director Fahey reported the Financials for August 2020. As a direct result of COVID19 the Center has not been open since mid March. Thus very few revenue streams have been active. For August 2020 the venue show a loss of \$138,023.47 and a YTD bottom line of \$703,554.00 in the red. This compares to August of 2019 with a loss of \$57,475.48 and a 2019 YTD of \$328,855.83 in the black. The report was accepted and filed.

Kraus Anderson Construction Update for September 2020 - Action Item

Peter Linsmeier of Kraus Anderson gave an update on the construction progress for the expansion and remodeling. The focus was on portions of the arena being turned over with work still being done on concession stands, bathrooms and dressing rooms. Also, progress on the main entry way is being made with glass frames and enclosures happening on 2nd St.

ISG Update - Action Item

Kevin Bills of ISG reported on the progress being made with the Art's Board. Drawings and location of proposed art has been shared with that committee for their next steps in an RFQ for their \$32,000 of funds available for work within the La Crosse Center.

Art's Board RFQ - Action Item

Jennifer Williams Chairperson of the Art's Board presented the RFQ from Artists to the La Crosse Center Board for their approval. That RFQ included guidelines, site information, a site plan, budgeting, timeline, qualifications and selection criteria. The LCC Board wants to be included in the entire process for art for the venue. The RFQ was approved moved by Pamela Maas seconded by Dave McDowell. Passed unanimously.

Re Organizational Proposal - Action Item

Re organizational structure and budgeting for the Re-Org was presented. 5 different Midwest venue's Org Charts were presented: Ft. Wayne, IN, Green Bay, Madison, WI, Mankato and Rochester, MN. In addition 3 Org charts were presented for possible La Crosse Center consideration. Finally, budget projections for 2022 and beyond were presented. It was noted that any of the Re Organizational plans and addition of staffing had to be phased in and be financially feasible with projected events to support the structure.

The organization Chart labeled Org Chart 3 was moved by Phil Addis seconded by Amanda Jackson to get into the City's plans for January 2021. The addition of a Marketing/Sales Manager will come as the COVID economy recovers. Additional, staffing of 4 more lead janitors, an Assistant Building Supervisor and an Assistant Food and Beverage Manager are targeted for January of 2022 which will be phased in and again supported by the number of events forecasted for the facility. Passed unanimously.

President's Report

Director's Report

Director Fahey reported that a preliminary bid for a website was received from Vendi. An RFP will need to be sent out for the project.

La Crosse Center Bike Racks have been part of the DMI effort for outdoor dining in the downtown area. Local restaurants have been using them. They are due back by Mid November.

Next up on the downtown side of the La Crosse Center construction will be laying a new cement pad. This will take about 3 weeks and will begin very quickly.

Finally, the Center is preparing a video in conjunction with WXOW-TV to promote the safety efforts being done by the LCC on it's reopening.

Shamrock Productions 5 year contract Review - Action Item*

The LCC Board went into closed session on the 5 year contract negotiations with Shamrock Productions.

After coming out of closed session there was nothing to report as negotiations will continue with this promoter.

***Note: Pursuant to Wis. Stats. sec. 19.85 (1)(e), the La Crosse Center Board may convene in closed session in reference to 20-1434 to formulate and/or update negotiation strategies or parameters. Following any closed session, the Board may reconvene in open session.**

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.