



City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI 54601

Meeting Minutes

La Crosse Center Board

Tuesday, December 15, 2020

4:00 PM

Virtual Meeting

In efforts to reduce the spread of COVID-19, the La Crosse Center Board Meeting will be conducted through video conferencing. The meeting can be viewed by clicking this link (or typing the URL in your web browser address bar):

<https://stream.lifesizecloud.com/extension/3010241/b4028f50-5227-4375-95ca-1d32c8187d40>

Members of the public who would like to provide written comments or questions on any agenda may do so by emailing afahey@lacrossecenter.com or call 608-789-7413

Call to Order

Roll Call

Approval of Minutes

Minutes from November 9, 2020 for Approval

Minutes needed to be revised. In reference to the ReOrganizational structure the timeline needs to be amended to read that the effective date of the new structure will be on January 1, 2021. The addition of staffing of a Sales and Marketing Manager and 2 Lead Janitors is scheduled for July 1, 2021 only if the Center is in a financial status to support the additional staff. With that amendment minutes were approved unanimously.

Agenda Items:

Construction Update November 2020 from Kraus Anderson

Peter Linsmeier of Kraus Anderson gave the Construction update for November 2020. There has been good progress on the entrance hall and the North Hall. There have been some set backs due to COVID cases with members of the Trade. One of the two escalators have been held up due to COVID in customs in Los Angeles. As soon as materials are released KA can move quickly. The expectations are that release will come soon.

Chairman Smith thanked Dave Guepfer putting out the Hard Hat Video Tours finding those very helpful. Also, he mentioned that it has been a year since ground breaking and we collectively have come along way.

Wall Applied Graphic. Deciding on type of imagery in the main entrance lobby.

Kevin Bills of ISG presented the areas and some initial concepts for Artwork in the La Crosse Center main entrance area and the upper level hallway. After lengthy conversation and recommendations from the La Crosse Center Team the board recommended to ISG to use the Bluffs and Rivers Theme and to come back with examples of the imaginary. If possible tying into the theme of Explore and Enrich.

Convention Update November 2020

Kris Salzwedel and Elizabeth Poh updated the Board of Convention activity. Followed by Jay Fanta of the CVB. 2 events are still planned in the first quarter which are the Midwest Players Basketball Tournament and the Bridal Expo. The LCC Team continues to reach out and work with BBBB, Outdoor Expo, State Patrol, NCAA National Wrestling Tournament, Rural Water, Track Wrestling, Bi State Wrestling, First Robotics, La Crosse Loggers, Nautre Serve and Kitchen Solvers.

In addition, hard hat tours, Bi Weekly meetings with the CVB are being held. Elizabeth mentioned that she is working on FBLA for 2022, 2025 and Midwest Travel Bloggers 2022. She has been doing on going sales pitches via the Jingle Bell Run. She is also updating our wedding packages.

Financials October 2020

Director Fahey reported the October 2020 financials. October was a red month reflecting a loss of \$141,208.04. Major swings in expenses in October were \$34,000 for current COVID expenses not yet reimbursed. Some of this is expected to be reimbursed before the end of the year. Refunds for the cancelled Holiday Fair and repair to replace water heaters.

President's Report

Director's Report to include Update on "Live Music and Entertainment Venue Grant" and "Construction Grant". Also, a look at how the year 2021 is shaping up for events.

Director Fahey updated the State Grant related to the Live Music and Entertainment Venues. The La Crosse Center applied and received from the State Of Wisconsin \$196,317.07. The expected delivery of the funds is February of 2021.

The Construction Grant is currently in the hands of the State. The final item of negotiations is the State's interest percentage. The City is proposing 7.1% based on the City Assessor's overall value of the venue pre and post construction.

Finally Director Fahey reported that the 1st Quarter of 2021 is very light with events. Many events have moved out of the 1st Quarter due to COVID19. Plans for the 2nd Qtr are very tentative as we are seeing those events hold for the moment. The unknown status of the vaccine is a major factor.

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.