



City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI 54601

Meeting Minutes - Final

La Crosse Center Board

Tuesday, December 6, 2016

4:00 PM

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

Call to Order, Roll Call

Present: 8 - Douglas Farmer, Francis J. Formanek, Phillip J. Addis, Bill Hoel, David L. Mc Dowell, Dave Pretasky, Brent Smith, Amanda Halderson-Jackson

Others present: Art Fahey, Kris Salzwedel, Michael Ferris, Dave Guepfer and Andy Nauman – La Crosse Center; AJ Frels and Jeremiah Burish – La Crosse County Convention and Visitors Bureau; Sam Shilts – WXOW-TV; and Brad Williams – Midwest Family Broadcasting.

Approval of Minutes

Dave Pretasky moved to approve the minutes of September 27, 2016, seconded by Amanda Halderson-Jackson. Passed unanimously.

Agenda Items:

- 1 The La Crosse Center Subcommittee for the Expansion and Remodeling project has selected 2 firms of architects to do a second round of interviews. Those interviews will be held on Monday, December 12, 2016. The Subcommittee members will give some further updates to the full board.**

ISG/Gensler and Vantage/SinkCombsDethlefs were selected for second round interviews on Monday, December 12, 2016. It is hoped to have a team in place by February 2017.

- 2 Recommendation from the staff in reference to a new 5 year soft drink and water provider for the La Crosse Center. The Center Board will vote on the selection and that recommendation will be forwarded to the City of La Crosse City Council for approval.**

On motion, unanimous consent to convene in closed session pursuant to Wis. Stats.sec. 19.85 (1)(e) to formulate and/or update negotiation strategies or parameters.

The Board recommends the selection of Pepsi's proposal.

- 3 An ABA basketball franchise is interested in playing during the 2017-2018 season. The Center Board will be asked to approve moving forward with negotiations. If an agreement can be reached the Center Board will approve that agreement at a future meeting.**

An ABA Basketball franchise has been purchased by Scott Pooler, a school teacher from Galesville. He is hoping to have an agreement in place to play the 2017-18 season at the La Crosse Center.

4 Convention Update

Mike Ferris gave an update on convention activity since the last board meeting including booking the State Cheerleading competition, WI Health Information Management Association, convention of Information Technology Managers and the State Firefighters. We've also sent out proposals for two State Department of Justice meetings and the State Kiwanis' convention.

5 Financial Report for September and October 2016 and YTD

Director Fahey reported that the Center was \$58,328.75 in the red for September 2016 while in October 2016 the Center was \$94,343.84 in the black. The YTD total through October 31, 2016 stands at \$218,667.79 compared to \$262,800.97 through October 31, 2015.

6 President's Report

7 Director's Report

Director Fahey reported the Center lost a friend with the passing of Vince Egan, a promoter who brought Sesame Street Live! to the Center for rehearsals and performances for decades.

The Center, the convention bureau and several local hotels will be traveling to Madison for a mini sales blitz targeting meeting planners on December 13, 2016.

Upcoming events include the Bi-State Wrestling Tournament, the Apple Growers convention, the Midwest Farm Show, two wedding shows, the Boat, Sport and Travel show, Monster Trucks, Organic Farmers convention, Stansfield Dart Tournament, and World Wrestling Entertainment event in March 2017.

8 Liquor Bills for Approval September - October, 2016

Motioned by Phil Addis to approve, seconded by Amanda Halderson-Jackson. Passed unanimously.

Adjournment

Unanimous consent to adjourn.