



# City of La Crosse, Wisconsin

La Crosse Center  
300 Harborview Plaza  
La Crosse WI 54601

## Meeting Minutes

### La Crosse Center Board

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Monday, March 27, 2017

4:00 PM

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

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#### Call to Order, Roll Call

**Present:** 7 - Douglas Farmer, Francis J. Formanek, Phillip J. Addis, Bill Hoel, David L. Mc Dowell, Dave Pretasky, Brent Smith

**Excused:** 1 - Amanda Halderson-Jackson

Others present: Art Fahey, Kris Salzwedel, Michael Ferris, and Dave Guepfer - La Crosse Center. Julie Hamline - Gensler, Kevin Bills, - ISG, Dana Ecker - LACCVB, Samantha Stetzer - La Crosse Tribune, Brad Williams - Midwest Family Broadcasting and Greg White - WKBT-TV.

#### Approval of Minutes

Approval of Minutes from January 31, 2017

*Bill Hoel moved to approve minutes seconded by Fran Formanek. Passed unanimously*

#### Agenda Items:

1 Visioning Workshop (Gensler Rep on speaker phone)

*During a conference call on a speaker phone, Gensler representatives Russell Gilquist, Allen Collier and Peter Ogden outlined the goals for the Visioning Sessions scheduled for the week of May 8, 2017. Its purpose is to create a one shared vision of the Center and its upcoming expansion and remodeling for city leadership, La Crosse Center staff and primary users of the facility.*

2 Branding Design Proposal from Gensler

*Julie Hamline outlined several phases of the branding process including identity development, website appearance, construction barricade graphics, collateral design, signage and way finding. It was suggested that the Center hold a public session where identified construction and renovation items would be prioritized. An additional session would then be held where the public would be invited to give their input on the expansion, remodeling and renovation.*

## 3 La Crosse Center Renovation and Remodeling

*Director Fahey updated the board on the funding for the expansion and renovation project. In addition to the \$35 million bond approved by the City of La Crosse the Center has another \$2 million in its Capital Improvement budget for the project. The Center is also hoping to receive \$5 million from the State of Wisconsin. Currently this funding is pending approval by the state's Joint Committee on Finance.*

## 4 Convention Report

*Mike Ferris gave an update on tentative and booked conventions since the last board meeting which includes a state convention for young people in AA (tentative for 2018) and a state convention for Narcotics Anonymous (booked for 2018). The Center had just hosted the Rural Water Convention with an expected attendance of 1,350.*

## 5 Financial Report

*The City of La Crosse has yet to finalize the books for 2016 and so the Center will have no final numbers to report for the year. It is hoped that the financials will be closed with the April 2017 Council Cycle.*

## 6 President's Report

*Chairman Smith reported that the Center received a short notice of a Joint Committee on Finance meeting in Madison that will be attended by Director Fahey.*

## 7 Director's Report

*Fahey reported that the Center was seeking more information from the owner of the ABA franchise before a decision on a lease could move forward. Some of the upcoming events included the Rural Water Conference, the Tavern League, State Lions and Rotary Conventions. A Bee Gees tribute band, the Reinhart Food Show and the First Robotics competition. The La Crosse Center ramp is scheduled to be converted to a system that has a license plate recognition program. Estimated activation of the new system was late spring or early summer.*

## 8 Liquor Bills for Approval December 2016, January and February 2017

*Phil Addis moved to approve Liquor invoices for December, 2016, January 2017 and February 2017. Seconded by Bill Hoel. Passed unanimously.*

**Next Meeting Date/Agenda Items****Adjournment**

*Unanimous consent to adjourn.*

*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](mailto:ADAcityclerk@cityoflacrosse.org), with as much advance notice as possible.*