



# 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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Wednesday, January 17, 2018

4:00 PM

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

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#### Call to Order

**Present:** 7 - Douglas Farmer, Phillip J. Addis, David L. McDowell, Jessica Olson, Brent Smith, Amanda Halderson-Jackson, Pamela Maas

**Excused:** 2 - Bill Hoel, Dave Pretasky

#### Roll Call

**Others Present:** Art Fahey, Kris Salzwedel, Michael Ferris, Dave Guepfer, Sue Wieman, Jeff Ulrich - La Crosse Center, Jourdan Vian - La Crosse Tribune, Dana Ecker - La Crosse County Convention and Visitor's Bureau

#### Approval of Minutes

Minutes from the December 4, 2017 meeting were put forth for approval.  
Motion made by Dave McDowell and seconded by Amanda Halderson - Jackson. Passed unanimously.

Minutes December 4, 2017

#### Agenda Items:

Convention Update January 17, 2018

Michael Ferris reported that the Wisconsin Counties booked for 2021 and the Bi-State Wrestling tournament booked again for 2018. The following proposals were sent out since the last board meeting: WI Council of Administrators of Special Services For April - May 2020, Vizsla Club of America National Specialty (dog Show) for April - May 2019 and to the WI Chapter of Conical Laboratory Management for September 2018 and /or 2019.

Dana Ecker reported on the new system that will give the bureau and the Center access to thousands of meetings and conventions for sales calls. The cost will be split between the Center and the LACCVB. She also reported on the Bureau's "Jingle Bell Run" to Madison in December to make sales calls on convention planners.

Client Surveys for January 17, 2018

A brief discussion on some of the feedback from clients took place.

Code of Ethics for 2018

**Chairman Smith reviewed the annual code of ethics with the board signed and returned for 2018.**

Financial Report for November 2017

**La Crosse Center Business Manager Sue Wieman reported the Center was \$63,638.24 in the black for November which has the Center Year To Date in the black at \$303,159.11. This compares YTD 2016 at \$339,422.69**

Economic Impact Study from Gensler and Conventional Wisdom Corporation for Approval

**Preliminary numbers suggest the new expansion will increase the number of visitors by 18,000 to 22,000 annually and will create more than 150 new jobs in the La Crosse area. The annual new economic impact will be \$12.1 million. Questions were raised about the methodology used for the study and where the information used to create the study came from.**

Design Selection on remodel and expansion to move forward.

**A discussion was held on the three design concepts and it was determined that Concept B1 was the best fit in terms of final cost, aesthetics and impact for the city. Jessica Olson motioned to approve Concept B1 and send it to the Common Council for approval. Doug Farmer seconded....passed unanimously.**

Liquor Bills for Approval November 2017

**Amanda Halderson - Jackson made a motion to approve the November 2017 liquor bill. Phil Addis seconded....passed unanimously.**

**Adjournment**

**Unanimous consent to adjourn.**