



# 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, April 30, 2018

4:00 PM

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

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Call to Order

#### Roll Call

Others in attendance: Art Fahey, Mike Ferris, Josh Aliesch, Kris Salzwedel, Jeff Ulrich, Dave Guepfer, Sue Wieman - La Crosse Center Staff.....Jourdan Vian - La Crosse Tribune.....Jacky Greschner - City of La Crosse.....AJ Frels - La Crosse County Convention and Visitor's Bureau

**Present:** 7 - Bill Hoel, David L. Mc Dowell, Jessica Olson, Dave Pretasky, Brent Smith, Amanda Halderson-Jackson, Pamela Maas

**Excused:** 2 - Douglas Farmer, Phillip J. Addis

#### Approval of Minutes

Motioned by Bill Hoel seconded by Dave McDowell to approve minutes from March 19 and April 11, 2018. Passed unanimously.

Minutes for March 19, 2018 for approval

Minutes April 11, 2018

#### Agenda Items:

Financials: December 2017 and End of Year 2017

Sue Wieman reported that the Center realized a year end profit of \$203,515.32 for 2017. Some upgrades done in the 4th quarter included lighting in the South Hall and air walls.

Convention Surveys April 23, 2018

Mike Ferris reported that a large convention, Ambassadors of Christ has booked for June 2018. Also booked were the MOSES Conference for 2019, 2020 Midwest EMS Expo and Clinical Laboratory and the 2022 Tavern League. AJ Frels reported that the sold out Beer Wine and Cheese Fest attracted 4,000 people. He also informed the board about a Kayak Bass Fishing Tournament that has booked for La Crosse with coverage from the Fox Sports Network.

Kraus Anderson Invoice #KA28905 dated April 13, 2018 for approval

**Motion made by Bill Hoel seconded by Amanda Halderson Jackson to approve payment to Kraus Anderson invoice for payment. Passed unanimously**

Chairman's Updates from Park Board and Community Input Meetings

**Chairman Brent Smith reported that the Park Board approved the new addition concept B1 with the provision that the final diagrams be brought back to them for final approval. Another hearing with the Park Board is set for Thursday, May 17, 2018.**

Director's Report/Update on Naming Rights and website

**Director Fahey reported on the possibility of selling naming rights to the Center or to individual rooms. These funds could be used for operations, maintenance or debt payment. Most naming rights are contracted for 20-25 years. There have been discussions with firms that provided this service. It was suggested that the new addition to the Center rebrand itself and hire a professional firm assist in the rebranding and in particular assist with a new web page. Jacky Greschner from the City IT Department made some recommendations including requesting RFPs for the website and that the staff should work helping to develop the new site. It was motioned by Jessica Olson that the Center secure an interim website until the full rebranding occurs which was seconded by Bill Hole and passed unanimously.**

Liquor Invoices for March 2018

**Amanda Halderson Jackson made a motion to approve the March 2018 liquor invoices. Jessica Olson seconded and passed unanimously.**

## **Adjournment**

**Unanimous consent to adjourn.**