



City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI 54601

Meeting Minutes

La Crosse Center Board

Monday, October 8, 2018

4:00 PM

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

Call to Order

Roll Call

Present: 9 - Douglas Farmer, Scott Neumeister, Phillip J. Addis, David L. Mc Dowell,
Dave Pretasky, Brent Smith, Amanda Halderson-Jackson, Nancy
Flottmeyer, Danielle Peterslie

Excused: 1 - Pamela Maas

Others in attendance: Council Members Gary Padesky, David Marshall, Phil
Ostrem and Barb Janssen.....Julie Henline - Gensler....Lynn Bruns and Kevin
Bills - ISG.....Tom Roepke - Kraus Anderson.....AJ Frels and Ben Morgan -
LACCVB.....Justin Garvey and Kerstin Boudreau - Metre.....Brad Williams -
Midwest Family Radio....Jourdan Vian - L a Crosse Tribune.....Dave Guepfer,
Kris Salzwedel, Michael Ferris, Art Fahey and Jeff Ulrich - La Crosse Center.

Approval of Minutes

Minutes from August 28, 2018

Moved by Doug Farmer and Seconded by Amanda Jackson to approve.
Passed unanimously.

Agenda Items:

La Crosse Center Expansion Update

Chair Brent Smith gave an update on the most recent activity related to the La Crosse Center expansion and remodeling efforts. Smith reported that there is a Project Management team established of primarily the architect, a PR firm and City of La Crosse Department Heads. The purpose is to provide support to the project as it moves along. In addition, he reported on efforts to find alternative funding....alternative funding as defined not from city bonding or state grants. Finally, Chair Smith reported that ISG will be preparing new options for the La Crosse Center Board to consider and a timeline. This process is scheduled to be completed by early of 2019.

Board members discussed deferred maintenance, artistic elements to the remodeling and bonding timetables.

Finances August 2018

Director Fahey reported that the month of August 2018 was a red month of (\$16,379.29). This compares to 2017 when August was a (\$75,828.58) red month. YTD the Center is at \$265,553.65. This compares to 2017 where the Center was at \$221,985.99.....Motioned by Farmer and Seconded by Jackson to approve the financial report. Passed Unanimously.

Convention Update October 8, 2018

Mike Ferris reported that the Center has 20 conventions book in 2019 with 2 still tentative. That is no change since the last meeting report. In 2020 there are 14 booked convention and 10 tentative. This is an increase of one booking and decrease of one tentative. And in 2021 there are 9 confirmed conventions and 13 tentative. This is no change from the last meeting report. In addition, Ben Morgan and AJ Frels reported on the convention business from the LACCVB view point. Morgan pointed out current efforts to confirm the Maple Syrup conference.

Convention Surveys October 8, 2018

Only 3 surveys were summited since the last survey report. All 3 were from wedding receptions which the Center received high marks on Surveys 188-189-190.

Liquor Bills August 2018

Liquor Invoices for August 2018 were presented. Motioned by Addis and seconded by Jackson for approval. Passed unanimously.

Liquor Invoices September 2018

Liquor Invoices for September 2018 were presented. Motioned by Addis and seconded by Jackson for approval. Passed unanimously.

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.