



# 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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Tuesday, January 22, 2019

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:** Dave Guepfer, Kris Salzwedel, Art Fahey, - La Crosse Center, Will Kratt - ISG, Kerstin Boudreau, Justin Garvey - Metre Advertisiing, Phil Ostrem Barb Janssen - City Council, Ben Morgam - Explore La Crosse, WKBT, WIZM, La Crosse Tribune.

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

**Approval of Minutes**

**Approval of December 31, 2018 Minutes. Moved by Nancy Flottmeyer seconded by Phil Addis. Passed unanimously.**

Minutes of December 31, 2018 for Approval

**Agenda Items:**

Metre Invoice #2680 for Approval

Discussion on services provided by Metre Advertising were discussed. Facebook followings, more social media sharing, schematic design responses on website, capital campaign, marketing materials, ownership of website (La Crosse Center) were all discussed.

Approval to pay invoice #2680 moved for approval by Phil Addis seconded by Pamela Maas. Passed unanimously.

Convention Update January 18, 2019

Conventions were updated via Director Fahey, Kris Salzwedel and Ben Morgan. 2019 will be a good year. 2020 appears to be a little down on pacing due to the uncertainty of remodeling and the construction time table.

## Update on the Proposals for the Review of Services and Operational Review of the La Crosse Center

**Chair Smith reported that there are 2 companies that have submitted proposals. They both will be interviewed via phone and a recommendation will come back to the full board.**

### Expansion update and next steps from ISG Architects

- Economic Impact Study

- Architectural Fees

- Review approved concept and bolt-ons

- Finance Tool

- Review of decisions we need - Summary of next 90 days

**Economic Impact Study. There is a desire to see an independent 3rd party Economic Impact and Operational Study. CSL - John Kaatz are looking at the study. Parameters would be do have it all in for \$20,000 or less and have it done by the end of February for March introduction to the City Council. Moved by Phil Addis to approve with the parameters seconded by Pamela Maas and passed unanimously.**

**Architectural Fees were reviewed to have a better understanding of the Phase 1 fees for Pre Design and Concepts in relationship to the Phase 2 fees for Schematic Design and the overall project costs for ISG.**

**Review of concept and bolt ons by Will Kratt.....Mr. Kratt presented the quickly the LCC Board will need to make decisions on good/better/best options, bolt ons, room expansions, arena seating, deferred maintenance needs all in the very near future. It was determined to meet weekly in the month of February to keep up with the decision making process...Feb 5-12-19-26.**

**Mr. Kratt also presented a financial tool which shows immediately what costs are added or subtracted from the project as decisions are made.**

**Discussion on Branding/Marketing.....it was determined a RFP would need to go out as the schematic design gets to the end of its process.**

**Also, a strong direction of getting staff input is needed for all the decision making processes. Fahey/ISG/Metre were directed to get this feedback.**

### President's Report

**Mr. Smith reported that there is a desire to move forward with a capital fund raising campaign. It was suggested that we secure the assistance of a Fund Raising Professional. It was directed to reach out to some possible candidates and report back.**

### Director's Report

**Fahey reported that the Center is in the process of filling 3 portions of Building Maintenance Engineer, Box Office Supervisor and Sales Representative. Also, reported that the organizer of the Minnesota Apple Growers is retiring. Replacement is yet to be determined. Early indications that this event would be moving back to Minnesota in the future.**

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