



# City of La Crosse, Wisconsin

La Crosse Center  
300 Harborview Plaza  
La Crosse WI 54601

## Meeting Minutes - Final

### La Crosse Center Board

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Tuesday, February 26, 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

Pamela Maas listened in via a speaker phone. Others in attendance were Kevin Bills - Will Kratt - Jenn Jahr of ISG, Phil Ostrem - Dave Marshall City Council, Peter Linsmeier - Tom Roepke of Kraus Anderson, Dave Guepfer - Sue Wieman of the La Crosse Center, AJ Frels - Jeremiah Burish - Dana Ecker of Explore La Crosse, Justin Garvey and Kerstin Boudreau of Metre and Brad Williams of Midwest Family Radio.

**Present:** 5 - Douglas Farmer, Scott Neumeister, Brent Smith, Amanda Halderson-Jackson, Danielle Peterslie

**Excused:** 4 - Phillip J. Addis, David L. Mc Dowell, Pamela Maas, Nancy Flottmeyer

#### Approval of Minutes

[19-0287](#)

Approval of Minutes from February 19, 2019

Moved to approve by Doug Farmer seconded by Amanda Jackson. Passed unanimously.

#### Agenda Items:

[19-0288](#)

ISG Updates and discussion on elements of the La Crosse Center expansion and deferred maintenance. Along with considerations of the "Financial Tool" provided by ISG.

Discussion wrapped around several topics. One item that received extension conversation was the size of the North Hall of approximately 7,500 vs 15,000 square feet. Explore La Crosse voiced their opinion on the need for the most square footage possible with the North Hall. The discussion also focused on the option of the portable/operable walls in the North Hall along with the cost associated with that feature. Solar, lighting, green roofs, electric car plug ins were also items of discussion. Further information about the Johnson Controls project is forth coming.

In addition, Jenn Jahr of ISG presented a first inspirational vision of possible branding pieces for the new La Crosse Center. "Evolve, Explore, Enrich" were the themes discussed. In a broad version of taking in the history of La Crosse via the logging industry, the driftless area, the rivers and the trails.

[19-0291](#)

RFP Branding

The Branding RFP was further discussed and to be brought back another time. A budget of \$50,000 for the RFP was suggested, but not voted on.

[19-0289](#)

President's Report including information on the Public Input Session and current time table.

[19-0290](#)

Director's Report

Director Fahey reported that a survey was out recently out from Metre for more public input. Also, a financial meeting will be held with the La Crosse Center Board, City Council, Springstad, Baird, the City Finance Department and the Mayor on March 18 from 4:30PM to 6PM on funding sources for the project.

## Adjournment

Unanimous consent to adjourn.