



# 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, June 11, 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 in attendance: Jay Breier, Dave Guepfer, Sue Wieman, Kris Salzwedel  
- La Crosse Center Staff, Chuck Oedsma - WKBT, AJ Frels - LCCVB, Kevin Bills -  
ISG, Brad Williams - Midwest Family Radio, Chris Kahlow - City Council,  
Kerstin Boudreau & Justin Garvey - Metre, WXOW Reporter

**Present:** 7 - Scott Neumeister, Phillip J. Addis, David L. McDowell, Brent Smith,  
Amanda Halderson-Jackson, Pamela Maas, Danielle Peterslie

**Excused:** 2 - Douglas Farmer, Nancy Flottmeyer

#### Approval of Minutes

Minutes moved for approval by Dave McDowell seconded by Pamela Maas.  
Passed unanimously

Minutes from May 14, 2019 for approval

#### Agenda Items:

Financials for January, February, March 2019

Business Manager Sue Wieman presented the financial report for January,  
February and March 2019.

January 2019 was a \$76,539.18 in the red. This compares to 2018 which was  
\$24,831.71 in the red.

February 2019 was \$164,766.69 in the black. Providing a YTD number of  
\$88,227.51. This compares to February 2018 was \$52,195.96 in the black and  
YTD 2018 of \$27,364.25 in the black.

March 2019 was \$157,032.28 in the black. Providing a YTD number of  
\$245,259.79. This compares to March 2018 was \$161,883.62 in the black and  
YTD 2018 of \$189,247.87 in the black.

### ISG Updates

Kevin Bills of ISG did an updated presentation of the Design Phase for the La Crosse Center. A number of topics were touched on both the recent past "User Group Meetings" and upcoming decisions to be made. After his presentation it was determined that the LCC Board will need to be meeting every other week for about the next 2 months as decision need to be made on the LCC Design.

### Metre Invoice for approval and Continuation Proposal

Metre Invoice number 2730 in the amount of \$817 was approved for payment. Moved by Phil Addis seconded by Dani Peterslie. Passed unanimously.

Discussion on past services was conducted. Linking the 2 websites of "Reimagine" and the normal website was approved with a more pronounced linking banner. And an effort directed to Sales Material as we move forward.....also, develop a "Follow us" on all our communication materials.

The continuation of services agreement with Metre was approved with an amendment that the Capital Campaign is not approved at this time. Motioned by Phil Addis seconded by Pamela Maas. Passed unanimously.

Reports on event percentages, trends, staffing levels, Org Chart, positions and duties of La Crosse Center full time staff.

The LCC Board reviewed the graph which showed 11 different categories of events and the percentage of total revenue each category represented.. The board suggested forecasting ahead what 2020 and possibly 2021 will be looking like. This is to get an idea of what appears to be a period of softer level of business due to the construction. The desire is to get ahead of this and make sure the message is gotten out to all stake holders.

Also, discussed were the various Organizational Charts from Madison, Mankato, Rochester and Green Bay. Staff were directed to review and bring back possible staffing recommendations that might work for the "new" La Crosse Center. Also, the full board wanted to see the number of Part Time staff in the various departments we currently have. That will be done with a follow up e mail to the Board members.

### President's Report

Room Tax Status.....impact on La Crosse Center operational budget  
Onalaska and La Crosse County financial request updates

President Smith reported that the room tax increase to 9.5% has passed the La Crosse City Council subcommittees. Full council vote is on June 13, 2019. The current proposal on financing will reduce the La Crosse Center share of operating budget by \$112,412 annually. There is also an anticipated nearly \$80,000 per year payback due from the Center for the Johnson Control's project. So the LCC needs to take this into consideration for future budgeting.

Director's Report  
Branding Next Steps  
Marketing Person  
Sales Representative  
Lead Janitor

Director Fahey reported that the Branding process is moving forward with a subcommittee of Board Members Maas and Flottmeyer and Center staff to review and interview prospectus agencies. Then come back to the LCC Board with a recommendation.

He also reported that the LCC is expecting Elizabeth Poh to start employment at the Center beginning June 28, 2019 as a sales and event coordinator. The Marketing position is currently at the City HR Department for evaluation. There was an offer also extended to a lead janitor, but that candidate with drew. The Center will readvertise for that position.

Center staff are traveling to Minneapolis to take a first hand look at Irwin seating at the US Bank stadium, the Xcel Center and the Target Center on Thursday, June 13, 2019.

Fahey also reported that the Art's Board will be coming forward in the near future with their ideas for the "new" La Crosse Center.

Fahey was directed to bring in David Amborn to a future Board meeting to discuss what would all be involved with developing a capital campaign.

Liquor Invoices for May 2019 for approval

Liquor invoices for May 2019 were moved to approve by Amanda Jackson and seconded by Pamela Maas. Unanimously approved.

## 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.*