



City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI 54601

Meeting Minutes

La Crosse Center Board

Tuesday, June 25, 2019

4:00 PM

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

Call to Order

Roll Call

Others in attendance: Kris Salzwedel, Sue Wieman, Dave Guepfer, Jay Breier
- La Crosse Center, Jeremy, Will Kratt, Jennifer Jahr - ISG, Tom Roepke -
Kraus Andersen, Kerstin Boudreau, Justin Garvey - Metre, Chuck Odesma -
WKBT-TV, Jordan Vian - La Crosse Tribune, Brad William - Midwest Family
Radio.

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

Minutes from June 11, 2019 for approval

Moved to approve by Dave McDowell seconded by Amanda Jackson....passed
unanimously.

Agenda Items:

ISG - Schematic Designs and Recommendations

Will Kratt and the ISG team presented materials on various areas of the construction and renovation that will be coming in the schematic design phase. The board in coming weeks will begin making recommendations on the project. North Hall, ballroom level, mezzanine level, interior and exterior of the arena, atrium windows, skywalks, wall protection and arena treatments were all discussed.

The Board voted on eliminating escalators down to the north hall and at the same time providing a larger stair well and elevator to this room. It would prevent creating a choke point and save money in the project. This was also the recommendation of the staff. Moved by Phil Addis and seconded by Scott Neumeister. Passed unanimously.

Mr. Addis also directed ISG and KA to provide an ongoing spread sheet showing what has been financially allocated to various categories. This will help the Board keep a running tally of fund committed to the project.

Budget and Staffing for 2020

The Board reviewed a memo prepared by Director Fahey giving an overview of the next couple of years related to the LCC Budget. There is a desire in 2020 to add 2 more staff one in sales and one in marketing. This potentially would add about \$140,000 to the payroll with benefits included. In addition, there is about \$80,000 in a new expense for Johnson Controls project. This should have a return of the same in energy savings. The staff has asked JCI to verify that return. There also will be a reduction in room tax for LCC operating budget of \$112,000 which will be going towards debt retirement. Per Phil Addis and Scott Neumeister they directed the Center to have a line item in the budget for deferred maintenance. Taking all this into consideration the Center's budget needs close monitoring to be able to absorb all the above.

The Board requested to see not only a 2020 forecast, but also other future years to be able to make sound decisions for the Center.

Board Member Addis requested to find out from City Finance what the Center has in a reserved account at this time

Financials for April and May 2019

Director Fahey reported on the April and May 2019 financials. In April 2019 the Center recorded a \$178,219.63 profit. For 2019 YTD the Center is \$423,479.42 in the black. This compares to April 2018 with an \$89,015.12 in the black and \$278,262.99 in the black.

For May 2019 the Center was \$155,963.27 in the black and YTD \$579,442.69 in the black. This compared to May 2018 of \$108,534.65 in the black and 2018 YTD of \$386,797.64 in the black.

President's Report

Director's Report

Director Fahey reported the following:

Branding meetings next week with 2 agencies

Staff has been meeting on preparing a new rate card

City Budget Parameter Meeting on Friday, June 21 at 2PM

Sales Representative Elizabeth Poh beings with the Center on Thursday, June 20

The Box Office Manager's position has opened up with a retirement

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.