



# 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, September 3, 2019

4:30 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:** Kirsten Boudreau and Justin Garvey - Metre, Brad Williams - Midwest Family Broadcasting, Dana Ecker - LCCVB, Art Fahey, Sue Wieman, Dave Guepfer, Kris Salzwedel, Jay Breier, Elizabeth Poh - La Crosse Center, Tom Roepke and Peter Linsmeier - Kraus Andersen, Kevin Bills and Will Kratt - ISG.

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

**Excused:** 2 - Douglas Farmer, David L. Mc Dowell

#### Approval of Minutes

Minutes from August 13, 2019 for Approval

Minutes moved to be approved by Scott Neumeister and seconded by Dani Peterslie. Pass unanimously

#### Agenda Items:

Catering Contract and Guidelines for 2019-2020. For La Crosse Center Board Approval

Board had a lengthy discussion on a proposal for catering at the La Crosse Center. It was determined that the commission for catering at the Center would go to 20%. There would be a preferred list of caterers. Any one time caterer would be asset fee of \$1,000 for each time they came into cater at the venue. Their request would go in front of the Board for approval. Moved by Phil Addis and seconded by Nancy Flottmeyer. Pass unanimously.

### 2020 La Crosse Center Budget

The La Crosse Center Board approved the 2020 budget with some changes and wanting more information. They wanted to make sure that the Mayor and City Council knows that there are more discussions needed as the board and staff look at the 2020 and 2021 forecasts for the venue. The next 2 years with construction will be difficult time financially for the Center.

A motion was made to put a line item into the budget of \$200,000 from the Center's carry over account to help cover any anticipated short fall in 2020 for the venue. More discussion was also needed in the areas of marketing, branding follow up, collateral materials, website and staffing. This in light of our contract with Metre coming to an end. Moved by Phil Addis and seconded by Amanda Jackson. Passed unanimously.

### Presentation by Dave Amborn on what is involved with a capitol campaign

Guest Speaker Dave Amborn spoke about a capitol campaign for the Center expansion. He felt we would have much more success in the area of naming rights. Suggested that the naming rights cover an extended period of time such as 20 years. He expanded and felt that there are a number of opportunities City wide for naming rights such as parks and trails. Amborn said that for normal capitol campaigns there are budgets of 5-10 cents for every dollar raised as an expense.

A campaign needs to be able to identify who would benefit from naming rights, who has the ability to do it, someone who clearly can take this on, where does the money go? And there is a need for a policy on the purpose of the money. He suggested creating an inventory of what can be sold and then put a price tag on it. He felt it would take 90 days to set up the inventory and costs associated with this business plan.

He also thought it would be beneficial to call other like venues and markets to compare. Asking what they named, how much they earned, what policies were associated with the naming rights, how did they do it? Then ultimately putting a proposal together for the City Council and the Mayor.

Finally, Amborn said there is a governmental information letter which can be used as a tax deductible contribution. He sighted an IRS number for additional information 877-829-5500.

### ISG Invoice number 58894 for approval

ISG's invoice number 58894 for approval. Moved by Amanda Jackson and seconded by Dani Peterslie for approval. Passed unanimously.

### ISG Presentation on Expansion items for Board Approval

**Kevin Bills presented on behalf of ISG. Presented were the Phasing Plans, the AV location and equipment and a discussion on as date for the next public input meeting.**

**Moving forward he suggested weekly meetings of the full board. During the construction there needs to be lots of directional signage for the project. That is something that Kraus Andersen has as part of their responsibility. It was presented that the 1st "Bid Package" will be going out in early October . The LCC Board will need to meet quickly after October 3, 2019 for some decisions that will need to be made.**

### Financials for June and July 2019

**President Smith presented the June and July financials for the La Crosse Center for 2019. At the end of June 2019 the venue is at \$472,600.52 in the black. At the end of July 2019 the venue is at \$386,331.31 in the black. YTD this compares to 2018 when the venue was at \$281,932.94 in the black.**

### President's Report

Sub Committees for the vairous projects for La Crosse Center Expansion

**President Smith told the board that there will be a few subcommittees established to help in making decisions on the expansion. Board members were asked to think about what committees they would like to be on. The first committee meeting is with Branding.....Pamela Maas, Nancy Flottmeyer and David McDowell have all indicated they want to be part of that committee.**

**Director's Report**

- Update on State of Wisconsin Grant Funding Agreement
- Other Updates related to the La Crosse Center Expansion
- Rate Structure for 2020 to reflect La Crosse residence discount

Director Fahey gave an update on the State of Wisconsin Funding. Fahey and Bills have been in touch with the RJ Binau of the Wisconsin Building Commission. Floor plans and renderings were submitted to find out if what is presented adequate to move forward to present to the Commission. At the time of this meeting we are still waiting for a response.

Binau did say there is a Grant Agreement that their Attorney Doug Lovejoy and the City of La Crosse Attorney Stephen Matty need to review. That Grant Agreement will be coming to Director Fahey to get to the City Attorney Matty.

Additionally, the phasing of the construction will start affecting traffic flow around the Center. Discussions were held with Rotary Lights. For 2019 there certainly will be a construction zone on Front St, but KA has assured us and Rotary Lights that they will be able to direct traffic through that zone in 2019. In 2020 a different traffic pattern will have to be established.

In reference to Johnson Controls project. In Phase 1 on of their project Solar is planned over the current LCC Ballroom. Our 2020 budget does reflect a reduction in energy consumption especially in the electrical utility due to upgrades in lighting. Further discussion is needed in reference to the arena exhaust air handlers. It is not in either ISG or JCI's current scope of work. A joint conversation with the Center and these 2 companies is planned in the next week.

Finally, there is an on going conversation about approving construction documents that will be going out to the vendors via KA. KA's attorney and the City of La Crosse attorney are reviewing those documents for and updates and clarifications needed. Early indications this is going well and on track.

**Adjournment**

Unanimous consent to adjourn.

*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.*