



# 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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Thursday, January 16, 2020

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:** City Council - Gary Padesky, La Crosse Center Staff - Kris Salzwedel, Jay Breier, LCCVB - Ben Morgan, Jay Panta, Kraus Anderson - Peter Linsmeier, ISG - Jennifer Stangl, Kevin Bills, Midwest Family Radio - Brad Williams, WKBT reporter and La Crosse Tribune reporter.

**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 December 19, 2019 for Approval.

**Moved for approval by Doug Farmer second Scott Neumeister. Approved unanimously.**

#### Agenda Items:

Election of Officers for 2020

**Slate of Officers up for approval. Brent Smith Chair and Phil Addis Vice Chair. Moved for approval by Doug Farmer. Passed unanimously.**

ISG Update on items the La Crosse Center Board will need to vote on for the Expansion and Remodeling Project

**Kevin Bills of ISG presented the latest long list of projects the board needed to review. That list included building elevations, colors and materials respectful of the historic downtown, entrance hall and metal panels, arena metal panels on the East facade, glass on the downtown entrance area and tinted glass on the new West side ballroom, marquee, plumbing and lighting fixtures cut sheets.**

**Also, coming in the next bid package are alternatives for air walls, concessions stands, exhaust fans, ballroom ceiling treatment, north corridor ceiling treatment and roof top units, door hardware and elevator specs.**

**For the next LCC Board meeting there will be interior finishing being presented to the Board.**

Kraus Anderson Expansion and Renovation....Monthly Summary December 2019.

**Peter Linsmeier of KA presented a number of items on the status of the current construction. Column bases in place, Pillars soon to be appearing, entrances that are open and what the future will look like for pedestrian traffic. It was requested to have a map that KA could provide for our website to show parking and traffic patterns around the venue during construction.**

La Crosse Art's Board Update from Doug Weidenbach on status of La Crosse Center possible artwork.

**City of La Crosse Art's Committee Chair Doug Weidenbach presented some of the ideas that the Art's Committee has been considering for both inside and outside of the Center artwork. Inside the venue were mobiles outside of the venue were sculpture pieces. He presented 2 possible consultants being entertained for each project. The LCC Board raised some concerns how outside sculpture could work in relationship to the operations of the venue. Making sure the Center could park vehicles, plow snow and provide clear pedestrian traffic at peak times.**

**All the artwork should also compliment the upcoming new branding for the Center. It was determined to time the artwork and the branding need to come together. The branding should be much more defined in the next 90-120 days. That time table was laid out for furthering the combined discussions.**

Convention Updates along with multiple other categories of other events the Center hosts annually.

**A first look at different historical yearly categories and the number of events held at the Center were presented. After a brief discussion the LCC Board would at the next meeting have an agenda item addressing a rate card for the venue.**

Website Analytics Update January 2020

**Website analytics for the La Crosse Center website were reviewed. Analytics for the past year, for the past month and Facebook analytics for the past month were presented and accepted and filed.**

President's Report

**Chair Smith mentioned meetings with the mayor are being requested to discuss the Center's marketing position and the addition of another seat on the Board.**

Director's Report

**Director Fahey reported that the Center has met with the La Crosse Police Department and Kraus Anderson to discuss the challenges created with Front St being closed for events such as Oktoberfest, Riverfest and Rotary Lights. He also reported that we lost a long time retired employee Mike Pavela recently. And finally there was a congratulations to recently engaged board member Danielle Peterslie.**

## **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.*