



# 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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Monday, August 31, 2020

4:00 PM

La Crosse Center Conference Room  
Virtual Meeting

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Please Note: In an effort to keep members of the public, the La Crosse Center Team and the La Crosse Center Board Members as safe as possible from the spread of COVID19 this meeting will be conducted through video conferencing. The meeting can be accessed through the following link:

<https://stream.lifesizecloud.com/extension/3010241/b4028f50-5227-4375-95ca-1d32c8187d40>

If you have questions or concerns regarding an agenda item, please call (608) 789-7413 or email [afahey@lacrossecenter.com](mailto:afahey@lacrossecenter.com) prior to the meeting.

#### Call to Order

#### Roll Call

**Present:** 8 - Douglas Farmer, Phillip J. Addis, David L. Mc Dowell, Brent Smith, Amanda Halderson-Jackson, Pamela Maas, Nancy Flottmeyer, Danielle Peterslie  
**Excused:** 1 - Scott Neumeister

#### Approval of Minutes

Minutes for August 17, 2020 for approval

**Move to approve by Dani Peterslie second by Phil Addis. Passed Unanimously**

#### Agenda Items:

La Crosse Re Organization Plan / Discussion....possible action Item

**Re Organizational structure of the La Crosse Center was discussed by the Board in light of the recent recommendations that had been suggested by Mayor Kabat.**

**The board directed the Center Team to bring back to the Board what the organizational structure was before the COVID19 Pandemic.....where the staffing levels are currently and what recommendation the staffing levels and organizational structure should be in the future. The future recommendations should also take into consideration some type of phasing in of the new structure as the market recovers from the pandemic.**

### 2021 Budget....Action Item

The 2021 operating budget of the La Crosse Center was presented by Business Manager Sue Wieman. Proposed staffing levels and phasing in of new staff were part of the presentation. In addition, a 60% reduction in room tax was presented for 2021. LCCVB Director AJ Frels indicated that he is forecasting a 40% reduction in room tax. The LCC Budget for room tax will be adjusted to match the LCCVB forecast.

Budget was moved for approval by Phil Addis and a second by Nancy Flottmeyer. Passed unanimously.

### President's Report

President Brent Smith reported on a successful "Topping Out" Ceremony. It was well attended and covered very well by local media.

### Director's Report to include Reopening Protocol, Topping Out Event and Branding Update

Director Fahey reported on Reopening Protocols that the Center has in place. Conversations with La Crosse County are saying that they are looking for guests and staff wearing masks, observe social distancing and to limit indoor capacities to 50% under the current Coulee COVID Collaborative. Director Fahey will be asking the Incident Command of the City permission to begin having events follow the County directives and the long list of protocols they have established for guest and staff safety and sanitization and disinfecting.

Branding update: The La Crosse Center subcommittee needs to meet again. The decision on the direction of the tag line is the next step. There are 2 schools of thought on the tag line. One with the emphasis on the venue and two with the emphasis on the Mississippi River.

Chair Brent Smith covered the Topping Out event in his report.

### Financials July 2020.....possible action item.

With the continuation of COVID19 and the Center being closed the financials for July 2020 were presented. July 2020 was red in the amount of \$85,266.29. YTD the venue is at \$565,530.53. This is in comparison to July 2019 at \$86,269.21 in the red and YTD at \$386,331.31 in the black.

### Shamrock Productions 5 year contract review. Action item\*

The La Crosse Center Board went into closed session to discuss the 5 year contract with Shamrock Productions. Roll call vote was unanimous.

\*Note: Pursuant to Wis. Stats. sec. 19.85 (1)(e), the La Crosse Center Board may convene in closed session in reference to 20-1242 to formulate and/or update negotiation strategies or parameters. Following any closed session, the Board may reconvene in open session.

## 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.*