



# City of La Crosse, Wisconsin

La Crosse Center  
300 Harborview Plaza  
La Crosse WI 54601

## Meeting Minutes

### La Crosse Center Board

---

Tuesday, September 22, 2020

4:00 PM

Virtual

---

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/3286075/0c19151b-3006-4d33-af75-c1d452407a87>

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

**Present:** 9 - Douglas Farmer, Scott Neumeister, Phillip J. Addis, David L. Mc Dowell, Brent Smith, Amanda Halderson-Jackson, Pamela Maas, Nancy Flottmeyer, Danielle Peterslie

#### Roll Call

#### Approval of Minutes

Minutes for August 31, 2020 - Action Item

Minutes from August 31, 2020 moved for approval by Dave McDowell second by Phil Addis. Passed Unanimously.

#### Agenda Items:

ISG Presentation of Furniture Selection from Jane Miller and Feedback from the Art's Board from Kevin Bills. Both presenters from ISG. Action Item

Kevin Bills of ISG presented the latest update from the Art's Board. The Art's Board is preparing an RFQ for art that could go into the La Crosse Center. In addition, ISG has made a recommendation with LCC Team input for the location of the art in the North Hall upper corridor. Many questions came up in this discussion. The Board is asking who will make the final decision on the art work and what procedures and protocol will be followed. The LCC Board wants to be part of the selection process. The board moved to delay sending out the RFQ until questions were answered by the Art's Board of the LCC Board's participation. They also wanted to have the Art's Board present the ideas that come forward.

In reference to the Furniture selection process Jane Miller of ISG presented the recommendations from ISG and the La Crosse Center Team. The selection process went over 3 staff meetings and now was being presented to the LCC Board. Furniture for various areas were presented.....ballroom, entry way, offices, lobbies, conference rooms, rooftop terrace, etc. Tables - rounds and straights, chairs, couches, podiums, etc were presented. The Board approved the styles and colors being presented.

Construction Update from Kraus Anderson - possible action item

Peter Linsmeier of Kraus Anderson provided the latest update on the construction process on the La Crosse Center. It was accepted and filed by the LCC Board.

Re Organizational Proposal - Action Item

Chairman Smith began the discussion of a reorganization with some opening comments. Director Fahey presented a phasing in process of a new organizational structure. The phasing in process took in the structure during the times of "pre-COVID", "COVID", fall and first half of 2021, second half of 2021 and what hopefully would be full staffing on January 1, 2022. The various levels of staffing would be predicated on the assumption that there would be enough bookings to support the staffing levels being suggested. Additionally, a Deputy Director was being recommended in the realignment. Much discussion was had on the topic. The Board wanted to take a look at some additional options that would put sales, marketing and event coordinators in a category by itself. They also wanted to see additional options in the reporting hierarchy. Comparisons to other venues was also something they wanted to see. Finally a recap on some of the assumptions of the staffing levels such as with more space, more sales, more events these are the reasons for this staffing structure. It was decided to bring this information back to the board for further consideration.

### Branding Recommendation from the LCC Subcommittee - Action Item

The subcommittee for the new Branding efforts for the La Crosse Center came to the board with the last item to be determined. That was the tag line. "Experience the Magnificent" was accepted by the full La Crosse Center Board on a unanimous vote. Vendi Advertising will begin the next steps of supply the support material that all goes along with the new brand, colors and other collateral materials.

### President's Report

### Director's Report to Include Reopening Plans

Director Fahey reported that the Center has a Re Opening plan that has been given approval from the City's Unified Command and the County's "Coulee COVID Collaborative". Just today September 22, 2020 the Collaborative sent an email saying that because of the recent spike in case counts in the County the La Crosse Center and the Omni Center in Onalaska should cancel any events for the next 2 weeks or at the least limit attendance to 50 or less. Because of this recent change the Center team will have to re-evaluate the timing on what events to try to make happen. Currently there are 6 large events including Holiday Fair, 3 wrestling tournaments, a graduation and the Bull Riding Event plus a handful of small meetings.

## 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.*