



# 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, July 26, 2021

4:00 PM La Crosse Center Conference Room and virtual meeting  
300 Harborview Plaza, La Crosse, WI 54601

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In an effort to keep the public, City Staff and the La Crosse Center Board members as safe as possible from the spread of COVID-19, the meeting will be conducted through video conferencing on Lifestize.

The meeting can be viewed by clicking this link (or typing the URL in your web browser address bar):

Live Stream

<https://stream.lifetimesizecloud.com/extension/8034951/3069b907-c66a-4ccf-919d-5e3f71d5c143>

If you wish to speak on an Agenda item, you can do so as part of the Live Virtual Meeting. Contact the La Crosse Center at the email or phone number below so we can provide you with the necessary information to join.

Members of the public will also be able to attend the meeting in person. The meeting will be held at the La Crosse Center South Ballroom located at 300 Harborview Plaza, La Crosse, WI 54601.

Additionally, individuals may provide written comments on any agenda item by Email: [afahey@lacrossecenter.com](mailto:afahey@lacrossecenter.com) or call (608) 789-7400.

### Call to Order

### Roll Call

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

### Approval of Minutes

Minutes for June 22 and April 26, 2021 for approval. Action Item

**Moved to approve minutes for both the April 26, 2021 and June 22, 2021 meetings by Dave McDowell and second from Scott Neumeister. Unanimously approved.**

### Agenda Items:

### Kraus Anderson June 2021 Construction Summary Report

Peter Linsmeier from Kraus Anderson provided an update on the construction project for the La Crosse Center. He reported that they are 90% complete at the end of July 2021. They still have work on the Front St rebuild which will begin in August. Continue work on the East pedestrian connector and on the ballroom and meeting rooms. On schedule for a November turn over. Right now about \$150,000 left in the contingency fund with about \$50,000 in pending change orders. Which leaves about \$100,000.

### Convention Update July 26, 2021

Kris Salzwedel began the report on the Convention Update. He gave a brief overview of the progress being made with the MOSES convention. Then the latest progress of how the new venue works well for the Assembly of God event, a new event for power lifting and physical fitness, a new Pool Tournament and a Bloody Mary Festival. Numerous tours have been given to Pom-Poms, ASHREA, Altra CU, WI Counties, Gundersen, Mathy, Living Word Church WSST, and 5 wedding groups.

Elizabeth Poh reported that she has sent out a large number of contracts for events in 2021 and 2022. She has also worked with the 6 graduations, WFDA and a retirement group. Elizabeth is also working on new marketing materials and a new software program Triple Seat which can do proposals, send contracts, approve notes and include layouts.

Jay Fanta of the CVB reported they have sent out proposals for large groups including WI Fire Chiefs, Pharmacy Society and the Chiropractic Association.

Request to increase the minimum ticket price from \$10.01 to \$13.01 with respect to the La Crosse Center \$.75 Facility Fee. Action Item

Director Fahey made the request to move the current minimum level of ticket price for when the Facility Fee comes into play from \$10.01 to \$13.01. After much discussion the board made the recommendation to move it to \$15.01. Moved by Doug Farmer second by Amanda Jackson. Approved unanimously.

### Facebook and Website Analytics for July 26, 2021

Dave Guepfer reported on the 2 documents that showed the latest Facebook and Website Analytics. Received and filed.

### President's Report

President Smith reported that the Director Fahey, Scott Neumeister and himself had a meeting with the Mayor. Topics discussed were the completion of the work yet to be done on the Pearl Street walkway and the desire to have it done in 2021. Also, the desire and need for the Center to add personnel to the current full and part time staffs. There will be coming to the board some contract language that will need to be addressed. This will come after some City Council discussion.

President Smith also told the Board about the Grants that the Center has secured including the \$5 million for the expansion and the Entertainment Grant of approximately \$196,000 from the State. Then finally the Shuttered Venue Operator's Grant which was recently awarded. The Director's report expands on the SVOG grant.

Director's Report for July 26, 2021 including Notice of Award for the Shuttered Venue Operator's Grant and the introduction of David Tauscher, Business Manager for the La Crosse Center.

Director Fahey introduced David Tauscher as the new Business Manager for the La Crosse Center. Mr. Tauscher gave a brief background of his work experience.

Fahey also reported that the SVOG Grant has been approved and a notice of award in the amount of \$1,919,628.82. These funds are to reimburse the city for losses from March 1, 2020 to December 31, 2021. The grant was administered by the Small Business Association. These funds will cover all the losses the Center experience during the pandemic.

Liquor Invoices for approval April, May and June 2021. Action Item

Liquor Invoices for April 2021 and May 2021 and June 2021. Moved by Doug Farmer second by Amanda Jackson. Approved unanimously.

### 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.*