



City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI 54601

Meeting Minutes

La Crosse Center Board

Tuesday, August 16, 2022

4:00 PM

La Crosse Center Conference Room
300 Harborview Plaza, La Crosse, WI 54601

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

Streaming link (listen only)

<https://stream.lifesizecloud.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 at the La Crosse Center at the email and phone number following so we can provide you with the necessary information to join. E Mail afahey@lacrossecenter.com or call (608) 789-7400. Members of the public will also be available to attend in person. The meeting will be held at the La Crosse Center South Hall Conference Room at 300 Harborview Plaza, La Crosse, WI.

Call to Order

Roll Call

Present: 7 - Douglas Farmer, Phillip J. Addis, David L. Mc Dowell, Brent Smith, Amanda Halderson-Jackson, Pamela Maas, Randy Erickson
Excused: 2 - Scott Neumeister, Matt Boschka

Approval of Minutes

Minutes from June 29, 2022 for Approval - Action Item

Minutes from the June 29, 2022 LCC Board meeting moved for approval by Doug Farmer second by Dave McDowell. Passed unanimously.

Agenda Items:

Financial Report for June 2022 and YTD

Director Fahey reported that at the end of June 2022 the La Crosse Center is at \$114,127.71 in the red year to date. He pointed out that there were 4 items to take into consideration with the June numbers. 1) \$20,000 of liquor income did not make the cut off to be reported into the June income. 2) June was a 3 pay period month resulting in an additional \$33,500 in payroll expense. 3) The venue received a quarterly lump sum invoice for elevator services amounting to \$8,792.46. 4) The venue received a second elevator annual service agreement lump sum invoice in the amount of \$20,122.46. All these factored into a higher than expected expense for the month.

Contract Management Update and Discussion

Chair Smith lead the discussion on the current status of our research related to Contract Management of the La Crosse Center. Director Fahey reported on the 2 sessions already held with Focus Groups. At this time a meeting with the LCC team and a hotel group have been conducted. Tomorrow a meeting will be held with caterers and next week one with stake holders and business leaders. After all the meetings Jay Odegaard and Fahey will compile a report for the Board and the Mayor. Then determine next steps. If approved the next steps would be to go out for an RFP (Request for Proposals). The LCC Board discussed the process.....the question of the role of the Board, when the City Council weighs in and can the RFP go out without council approval. Even after the RFP goes out.....the idea of contract management could be turned downed.

Facebook and Website Analytics for August 2022

Director Fahey reported that there was an up tick in the website and Face Book numbers. This appears to be due to the events that went through the venue such as the JDRF event and the on sale of Bull Riding. Face Book is showing a very local appeal while the website has a much more regional reporting status.

President's Report

Convention Report for August 2022

Kris Salzwedel and Danielle Campbell reported on the convention business coming to the Center. Salzwedel focused on the events we have been cold calling on as prospects, the meeting planning companies we are working with, weddings and annual returning events. Campbell reported on contracts closed, proposals and tours.

It was suggested and recommended that we put together a report on "How the Center is doing" in reference to use days and to resurrect the follow up surveys we had for events in the venue. This would help in giving a gage to the venue's efforts.

Erik Sjolander and AJ Frels also reported on the events that Explore La Crosse has secured and are working on.

Director's Report for August 2022

Director Fahey reported on the hiring and on boarding of the new business manager, Emily Schmidt Peterson who will be starting on August 22, 2022. Fahey also announced a retirement date of October 20, 2022 after 32 years with the Center and 22 years as the Director

Liquor Invoices for June & July 2022 for approval - Action Item

Liquor Invoices for June and July 2022 moved for approval by Doug Farmer and second by Phil Addis. 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, with as much advance notice as possible.

La Crosse Center Board Members:

Brent Smith, Phil Addis, Randy Erickson, Pamela Maas, Matt Boschka, Amanda Jackson, Dave McDowell, Scott Neumeister, Doug Farmer