



## **DOWNTOWN MAINSTREET**

500 MAIN STREET  
LA CROSSE, WI 54601  
608.784.0440

LACROSSEDOWNTOWN.COM

### **BOARD OF DIRECTORS**

**Deb Lash**

PRESIDENT

**Michael Richards**

PRESIDENT ELECT

**Wayne Oliver**

PAST PRESIDENT

**Jason Munz**

TREASURER

**Jennifer Kloehn**

SECRETARY

**Jim Bressi**

**Scott Chorski**

**Eric Erickson**

**Ward Evanson**

**Brian Fukuda**

**Julie Henline**

**Dan Howes**

**Audrey Kader**

**Jessica Kirchner**

**Will Kratt**

**Chris La Shorne**

**Debi McKenney**

**Kim Pretasky**

**Kelsey Williams**

**Bill Weber**

**STAFF**

**Robin Moses**

EXECUTIVE DIRECTOR

May 10, 2017

**Dear Board of Public Works:**

Parking in downtown is one of our challenges. Our Parking Workgroup meets monthly at DMI on the first Tuesday of each month at 8:00 am. We have been discussing changes that we believe will benefit our businesses and make parking in downtown La Crosse a better experience for everyone.

We are asking for the consideration to change on street parking on weekends to two hour parking from 8 am - 6 pm to match the on street parking regulations during the week. We have spoken with Jim Flottmeyer, Parking Manager with the City of La Crosse and Rob Abraham, with the City of La Crosse Police Department to see if this consideration is feasible for downtown and achievable to cover the additional hours needed for enforcement, and they are willing to share their opinion on the issue.

We believe that two hour parking will create vehicle turnover, open up more spaces for customers, and have a more positive impact on business. Currently residents, employees, event and convention attendees, etc. can park on the streets downtown all day without moving their vehicles, blocking valuable parking from customers. Vehicle turnover is important to our downtown success.

We would like to request the Board of Public Works to make these changes.

Sincerely,

Robin Moses

Executive Director

Downtown Mainstreet, Inc.

# On Street Parking Consideration

**Dear Downtown Business:**

Parking in downtown is one of our challenges. Our Parking Workgroup meets monthly at DMI on the first Tuesday of each month at 8:00 am. We have been working with the city to make changes that we believe will benefit your business and make parking in downtown La Crosse a better experience for everyone.

## ON STREET PARKING

**Consideration:** Changing on street parking on weekends to 2 hour parking from 8 am - 6 pm to match the on street parking regulations during the week.

**Benefits:** We believe that 2 hour parking will create vehicle turnover, open up more spaces for your customers, and have a positive impact on your business. Currently residents, employees, event and convention attendees, etc. can park on the streets downtown all day without moving their vehicles, blocking valuable parking from your customers. Vehicle turnover is important to your success.

We would like to get your feedback and opinion on this consideration before we go to the Board of Public Works. Please answer the question below with your support, or nonsupport of this consideration. It is important to show that this consideration is something that you feel will be beneficial to your business.

### QUESTION:

Should Downtown Mainstreet, make a request to the City of La Crosse to change on street parking on weekends to 2 hour parking from 8 am - 6 pm?

\_\_\_\_\_ YES, I support this request

\_\_\_\_\_ NO, I disagree with this request

### COMMENTS:

---

---

---

Name of Business: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return this signed form to Downtown Mainstreet, Inc. 500 Main Street  
La Crosse, Wisconsin 54601 608-784-0440 [www.lacrossedowntown.com](http://www.lacrossedowntown.com)