



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Meeting Minutes - Final

### Hwy 53 Corridor Master Plan Steering Committee

---

Wednesday, November 15, 2017

12:00 PM

3rd Floor Conference Room

---

#### Call to Order

*The meeting was called to order at 12:26pm.*

**Present:** 6 - Andrea Richmond, Scott Neumeister, Robin Moses, Elaine Yager, Vicki Markussen, Arthur Sommerfield

**Excused:** 2 - Tim Kabat, Nick Roush

#### Roll Call

#### Approval of Minutes

1. Approval of the June 23, 2017 Meeting Minutes.

*Elaine Yager moved to approve the minutes. Vicki Markussen seconded. The motion passed 6-0.*

#### Agenda Items:

2. [17-1610](#) Overview, Discussion, & Comment on the Draft Hwy 53 Corridor Master Plan.

*Will Kratt gave a presentation on the draft plan to the Committee. He explained each section and included all of the feedback they had received. He then stated that the Implementation Section was no complete and that he needed to discuss this section with staff. Will requested that the Committee review the entire draft and provide comments to staff by November 29th. Andrea Richmond asked if the plan addresses what the next steps would be following the Exit 3 construction, especially with the LACVB interested in relocating to that area and Burger King closing. She also asked if the plan will address how the City can create a TIF District in that area. Particularly around Bridgeview Plaza. Will Kratt stated that the plan will address those items. Andrea also commented that the area needs more restaurants. Scott Nuemeister agreed stating that the area lost Edwardos. He also stated that there was underutilized land next to Kentucky Fried Chicken. Bernie Lenz asked whether the plan took into account the existing infrastructure in its recommendations and whether planned improvements by the City were also factored in. Will Kratt said the existing infrastructure was reviewed and was considered. Elaine Yager stated that this effort will have its challenges in acquiring vacant property and redevelopment. John Slack stated that language would added regarding the coordination of redevelopment with moving pieces. Will Kratt also stated that part of the implementation section will include a recommendation for a steering committee to implement the plan which should include more northside stakeholders. Many of the Committee members expressed interest in being apart of that committee.*

3. Discussion on December Steering Committee Meeting.

*Staff stated to the Commission that they wanted to hold the next steering committee meeting during the week of the 11-15th of December. Andrea Richmond suggested that a Doodle Poll be sent out to the Committee to determine the exact date. No action was taken on this item.*

4. Discussion on Final Public Meeting.

*Due to time constraints this item was referred to the December steering committee meeting. No action was taken.*

5. Discussion on Schedule- Final Steps.

*Due to time constraints this item was referred to the December steering committee meeting. No action was taken.*

## Adjournment

*Elaine Yager moved to adjourn the meeting. Vicki Markussen seconded. The motion passed 6-0. The meeting was adjourned at 2:07pm.*

*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.*