



City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI 54601

Meeting Minutes

La Crosse Center Board

Monday, August 17, 2020

4:00 PM

Virtual Meeting

In an effort to reduce the spread of COVID-19, the La Crosse Center Board will be meeting conducted through video conferencing. The meeting can be viewed by clicking this link (or by typing the URL in your web browser address bar):

<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 e mail afahey@lacrossecenter.com prior to the meeting.

Call to Order

Roll Call

Present: 8 - Scott Neumeister, Phillip J. Addis, David L. Mc Dowell, Brent Smith, Amanda Halderson-Jackson, Pamela Maas, Nancy Flottmeyer, Danielle Peterslie

Excused: 1 - Douglas Farmer

Approval of Minutes

Minutes July 7, 2020 for Approval

Moved by Amanda Jackson second by Scott Neumeister. Passed Unanimously.

Agenda Items:

Construction Update from Kraus Anderson

Peter Linsmeier of Kraus Anderson presented the July 2020 update on the progress of the La Crosse Center expansion and remodeling project. He featured the floor and roof pouring that are happening, the metal fabricated walls going into place and the continuation of the steel frame in the ballroom being built. Overall the project is reaching about 40% completion. The next significant event to happen will be the Topping Out event which is scheduled for Wednesday, August 26 at 10AM.

Convention Update

Kris Salzwedel of the La Crosse Center Team presented the convention update. He reported that over 100 past users of the event had been contacted with 13 events interested in have a "hard hat" tour of the facility when the timing was appropriate. Some of those interested included the Upper Midwest Florists, Midwest Jewelers, Vegan Festivals, Berry Growers and the Wisconsin Police Chiefs.

Jay Fanta of the La Crosse County Convention and Visitor's Bureau also shared that proposals for the 2022 Wisconsin Democratic Party Convention and the 2024 Science Teachers. We have confirmed that the 2024 Park and Rec Convention will be coming to La Crosse.

Financials May 2020

Financials for May were reported by Director Fahey. And in the case of both May and June and expected to continue for the balance of the year will be loses of income until the venue can reopen and conduct business. For May of 2020 it was a red month in the amount of \$120,144.85. That compares to 2019 when the Center had a profit of \$155,963.27. YTD the Center is at (\$350,588.87) compare to the previous year of \$579,442.69 in the black.

Financials June 2020

Financials for June 2020 were reported by Director Fahey. . For June of 2020 it was a red month in the amount of \$129,675.86. That compares to 2019 when the Center had a lose of \$106,842.17 YTD the Center is at (\$480,264.24) compare to the previous year of \$472,600.52 in the black.

Branding - Logo and Tag Lines

Vendi Advertising presented some updated tag lines for the new branding effort. After much discussion the board requested that the tag lines go back to the subcommittee and Vendi for another review with emphasis on the experience and the promise that the La Crosse Center will be providing versus the second point of view which was an emphasis on the "Mississippi River" The board was split on which approach is more appropriate. This is scheduled to come back to the board in a near future meeting.

Re Org Memo and Discussion

There was a lengthy discussion about the proposed Reorganization Structure that Mayor Kabat had proposed. After much discussion it was recommended that Chairman Smith and Vice Chair Phil Addis reach out to the Mayor and ask about the reorganization as there were many unanswered questions. They felt it would be appropriate to listen and hear the plan on how this all might work. It was suggested in an ideal situation the mayor could appear via virtually and present his plan to the board. Smith and Addis will put a call into the Mayor to start the process.

President's Report including State Grant Update

Chair Brent Smith reported that with a lot of help from our elected officials in particular Representative Jill Billings the State of Wisconsin Building Commission had approved the release of funds in the amount of \$5 million toward the Center's expansion project.

Director's Report to include update on a Topping Out Event

Director Fahey reported that the significant event in a construction period was the Topping Out. This is the symbolism of the last beam being put in place during the construction of a building. The La Crosse Center Topping Out will be on Tuesday, August 25, 2020 with the signing of the beam then on Wednesday, August 26, 2020 the beam will fly into place. Invitations to a variety of elected officials, LCC Board members, community leaders, CVB, DMI, LADCO, end users, etc. will be going out for the event.

Adjournment

Moved to adjourn by unanimous consent.

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.