



CITY CLERK'S OFFICE

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June 14, 2021

Paul Pehler
River Valley Media Group
1407 St. Andrew St Suite A100
La Crosse WI 54603

Mr. Pehler:

This letter is regarding the advertising discount for such items as retail, employment, legal and any other advertising that are billed to the City of La Crosse. I request that the City of La Crosse receive the appropriate discount if it spends \$50,000 or more per year or if otherwise applicable.

In addition, enclosed herewith is a copy of Common Council Resolution adopted June 10, 2021 accepting the bid of River Valley Newspaper Group/La Crosse Tribune as the City's official newspaper for the City's council proceedings and legal notices.

Thank you.

Regards,

Nikki M. Elsen, WCMC
City Clerk
elsenn@cityoflacrosse.org
608-789-7555

Enc.