



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes

City Vision 2040 Steering Committee

Wednesday, March 17, 2021

9:00 AM

Video conference via Lifsze

In efforts to reduce the spread of COVID-19, the meeting will be conducted through video conferencing. The meeting can be viewed by clicking this link (or typing the URL in your web browser address bar):
<https://stream.lifsizecloud.com/extension/4796132/658f87a0-b06b-4858-969b-f4a0e7abba62>

If you wish to speak on an agenda item, you can do so as part of the virtual meeting. Contact the Department of Planning and Development at the email or phone number below so we can provide you with the necessary information to join in.

Members of the public who would like to provide written comments on any agenda may do so by emailing tranea@cityoflacrosse.org, using a drop box outside of City Hall or mailing the Department of Planning and Development, 400 La Crosse Street, La Crosse WI 54601. Questions, call Andrea Trane at 608-789-8321.

Call to Order

This meeting was called to order by Council Member Chris Kahlow at 9:02AM.

Roll Call

Present: 10 - Chris Kahlow, Will Kratt, Courtney Lokken, Danielle Peterslie, Jamie Dahl, Charlie Handy, Mike Keil, Mary Larson, Casey Meehan, Chad Staehly

Approval of Minutes

Motion made by Meehan, seconded by Handy, to approve the minutes from February 17, 2021. Motion passed unanimously.

Agenda Items:

1. Project update.

Cory Scott from RDG presented updates on public engagement. He provided an overview of the content and process of the virtual open house and engagement with the website.

No action taken on this item.

2. Discussion on promotion of open house displays.

The committee discussed next steps on promotion of the plan. Currently, there

are promotion posters in the La Crosse Library. Many idea to expand were shared-- including email blasts to large employers in the community, ask individual businesses to engage and promote to patrons, request press releases to local media, attend Neighborhood Association meeting, promote on social media, as well as create a QR code, posters, and leaflets.

No action taken on this item.

3. [21-0381](#) Request for second project extension from RDG and update on timeline.

Attachments: [March Contract Extension request](#)

A motion was made by Handy, seconded by Kratt, that the second project extension with RDG be adopted. The motion carried by voice vote unanimously.

Adjournment

Motion to adjourn made by Lokken, seconded by Keil. Meeting adjourned at 9:33AM.

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.