



City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI 54601

Meeting Minutes

La Crosse Center Board

Monday, December 4, 2017

4:00 PM

La Crosse Center Conference Room
300 Harborview Plaza, La Crosse, WI 54601

Call to Order

Roll Call

Others in attendance: Art Fahey, Kris Salzwedel, Michael Ferris, Dave Guepfer, Jeff Ulrich - La Crosse Center, Kevin Bills - ISG, Julie Henline - Gensler, AJ Frels - LACCVB and Brad Williams - Midwest Family Radio

Present: 8 - Douglas Farmer, Phillip J. Addis, Bill Hoel, David L. Mc Dowell, Jessica Olson, Dave Pretasky, Brent Smith, Pamela Maas

Excused: 1 - Amanda Halderson-Jackson

Approval of Minutes

Minutes from November 2, 2017 meeting were put forth and approved. Motion made by Bill Hoel seconded by Dave Pretasky. Passed Unanimously.

Minutes November 3, 2017

Agenda Items:

Gensler's Economic Impact Report Presentation November 30, 2017

The La Crosse Center received a presentation via speaker phone on a recent Economic Impact Study conducted by the Gensler team of Alice Davis, Wes LeBanc and from Conventional Wisdom - David O'Neal. The report focused on the impact of Conceptual Drawing B2. It was estimated that room nights would increase by 32,600 on an annual basis and that the Center would see an increase of 17,000 visitors. Net revenue would increase by approximately \$87,600 per year. Opportunities for increasing revenue included increasing the percentage paid by caterers, increasing the facility fee for ticketed events, making changes in the rental rate structure and selling naming rights. The estimated Economic Impact (Direct+indirect+induced) with the addition of Concept B2 would be \$9,672,200. With the approval of the rest the Center Board Phil Addis asked for more detailed analysis of the expenses and revenues. There was also a directive to provide the incremental differences between the concepts, plus the impact on job creation.

Next Steps on Design Selection

President Smith indicated that there would be a meeting with Mayor Tim Kabat so that the next steps on Design Selection would meet with City Council approval.

ISG/Gensler Invoice #7 for Approval

Dave Pretasky made motion to approved the ISG/Gensler Invoice number 7. Seconded by Doug Farmer and passed unanimously.

Financial Report for October 2017

Director Fahey reported that the Center was \$24,684 in the black for October 2017 yielding a YTD profit of \$239,520.87 compared to \$218,667.79 for October 2016.

Client Surveys for November 29, 2017

A brief discussion on some of the feedback sheets from clients including LADCO and Gundersen took place. Overall feedback is good.

Convention Update November 29, 2017

Michael Ferris reported that Track Wrestling booked again for 2018 and is on the calendar through 2025. The following proposals were sent out since the last board meeting: WI Bankers Association - 2018, WI Land Information Association 2021, an the Association of WI Snowmobile Clubs 20121. AJ Frels reported that the bureau will be subscribing to a service that will give them access to thousands of conventions for sales leads. The cost will be shared by the La Crosse Center.

Liquor Invoices October 2017

Dave Pretasky made a motion to approve the October 2017 Liquor Bills. Dave McDowell seconded the motion. Passed Unanimously.

Adjournment

Unanimous consent to adjourn.