

18-0221



# City of La Crosse

**Jessica L. Olson**  
8<sup>TH</sup> District Council Member

1219 Madison St. • La Crosse, WI 54601  
Email: [olsonje@cityoflacrosse.org](mailto:olsonje@cityoflacrosse.org)  
Home Phone: (608) 782-0808  
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Date: July 5<sup>th</sup>, 2018

To: Mayor Tim Kabat  
City of La Crosse  
400 La Crosse St.  
La Crosse WI 54601

RE: La Crosse Center "B1" Expansion Concept – Room Tax, CVB Contribution, Progression of Getting Answers to Questions

Dear Mayor Kabat,

Please find enclosed various items of correspondence I have composed and sent out in an attempt to get answers back to Council Members in time for the July 12<sup>th</sup> vote. As to why these matters were not enquired into earlier, I unfortunately don't know what to tell you. If I had known that the most recent round of question/answer was going to have more empty promises of having meetings and plans to have more meetings, I would have forcefully made time in my insane May schedule to get this homework done on behalf of the Board.

As it stands, some questions simply do not have answers at this early stage, regardless of which direction you go or how much you ultimately spend.

I continue to stand 100% behind the "B1" concept and am willing to do whatever it takes to show this is the right path for the future of our City. I guess I am asking if there is anything else you want me to look into.

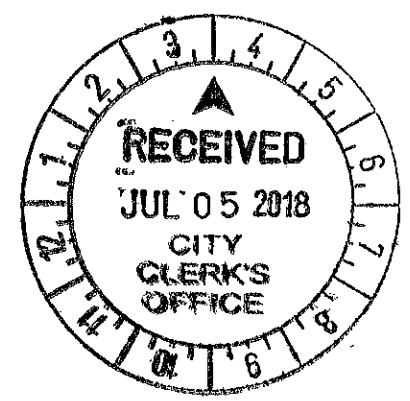
I will be contacting Xcel energy directly to ask if they have any statement or opinion on the question of moving the 69kV buried line that can be submitted in time for July 12<sup>th</sup>. I'm concerned my letter won't even be read by Randy until after its way too late, but I'm going to try Bernie as well.

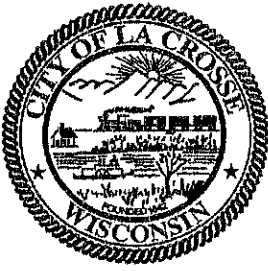
As long as "B1" moves forward, my offer stands to take the request before the room tax board to make the necessary financial adjustments to make this project a reality, independent of any motion or endorsement by the Center Board.

Thank you,

Jessica L. Olson

CC: La Crosse Common Council  
Center Board President Brent Smith  
City Clerk Teri Lehrke





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Date: July 5<sup>th</sup>, 2018

To: ISG/GENSLER

La Crosse WI 54601

RE: La Crosse Center "B1" Expansion Concept – Public reaction, reflection, and the path forward

Dear Will, Kevin, Julia, and all of the rest of the Team at ISG/Gensler,

Please find enclosed the large packet containing the emails that the Common Council was inundated with in the weeks surrounding the vote, as I discussed sharing with you a few days ago. I feel that regardless of what the final vote outcome is, that you have an opportunity to read, review, and reflect on this public sentiment, and empathize with what the Council Members are experiencing. I am grateful that you are willing to do this at no charge to the Center's architectural budget.

Maybe you would like to compose a letter to explain to City Council what you take away from reading these messages, and how you think the Center Board could do a better job with public engagement and sensitivity. What kind of public input ideas do you have? Have you ever created a project website where the public can download the information, submit comments, sign up for email updates, see a calendar with upcoming public hearings or input session, etc.? How does social media work in all of this?

A "Reflection Letter", if you care to compose one, would need to be provided to me by July 10<sup>th</sup> so I can have the City Clerk scan it into Legistar. I look forward to reviewing your thoughts on what all has emerged.

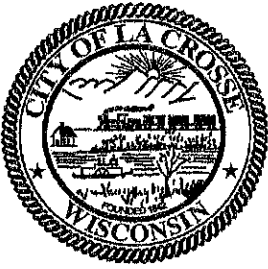
Other suggestions would be to create presentation files in an emailable size so that CM's can conveniently share these files with constituents, and labeling renderings clearly to indicate when something is not the final design. I have more suggestions, different based on whether B1 passes or not, so I'll hold off explaining further for now.

Thank you,

Jessica L. Olson

CC: La Crosse Common Council  
Mayor Tim Kabat  
Center Board President Brent Smith  
City Clerk Teri Lehrke

} OMITTING E-MAIL PACKET FOR PRACTICAL REASONS  
IN THE CC



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Date: July 5<sup>th</sup>, 2018

To: Director Jason Gilman  
City of La Crosse Planning Department  
400 La Crosse St.  
La Crosse WI 54601

RE: La Crosse Center "B1" Expansion Concept – Request for letter to Common Council explaining TIF funding, etc

Dear Director Gilman,

I just want to make sure you have been in receipt of the request of the La Crosse Center Board to compose a letter to the City Council explaining the potential for available TIF funding according to forecasts of growth either in progress or expected to be in progress in TIDs which are still in their expenditure period. It would also be helpful to give some explanation on which types of expenditures are eligible versus non-eligible.

I'm sure the City Council would like to hear a dollar value, and if that is something you are comfortable offering, that would be great. If now is not the appropriate time to peg a dollar amount, please explain that to the City Council and the Mayor on my behalf.

It would also be good to explain how the process of using TIF funds is originated and the channels of approval that spell out the authority in use of such funds, and what role the Center Board would play in that process.

The Center Board is looking forward to knowing what other options may be available and at what point in the process is it appropriate for the Center Board to initiate action to seek such funding (i.e. before or after a floorplan concept is approved?)

Finally, in addition to the requests from the Center Board, I would also like to ask you to explain what kind of assistance the Planning Department can provide the Center Board to improve the public outreach and involvement that will be an important part of the process going forward, regardless of how the City Council votes on July 12<sup>th</sup>.

Thank you,

  
Jessica L. Olson

CC: La Crosse Common Council  
Mayor Tim Kabat  
Center Board President Brent Smith  
City Clerk Teri Lehrke



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Date: July 5<sup>th</sup>, 2018

To: Director Steve Carlyon  
City of La Crosse Parks Dept  
400 La Crosse St.  
La Crosse WI 54601

RE: La Crosse Center "B1" Expansion Concept – Parks Board Amendment Question

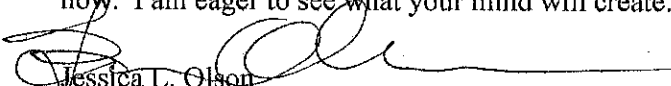
Dear Director Carlyon,

Thank you very much for voicing your concern that the amendment made at the Parks Board meeting of 5-29-2018, which requires the final design of the La Crosse Center Expansion to return to the Parks Board for final approval, somehow failed to "latch on" to the legislation that was then approved at the Finance and Personnel Meeting of 6-7-2018 before moving on to Common Council where it was approved on 6-14-2018.

I, as the original CM who made the motion to approve, want to state on record that it was my understanding that the Parks Board amendment "was attached" to the legislation which passed through F & P and Common Council, just as how other amendments, once voted on and approved at a lower committee level, do not need to be "re-amended" at their respective standing committees or at common council. I am actually surprised that Chairman Medinger did not "catch" that and make the motion to amend the legislation at F & P, if it had been "lost" between Parks Board and F & P. I don't believe he would have knowingly allowed legislation to pass through the F & P which subverted the will of the Parks Board, as he is the chair of both bodies and attended both meetings.

I want to be absolutely clear that there is zero intention of subverting the power of the Parks Board. On the contrary, the Parks Board will be the most important committee voting to guide the design process to a place where the Center Expansion is a true and authentic benefit to the public. I have tremendous faith in our collective ability to cooperate, respect and appreciate each other, and work together to accomplish anything.

I also want to re-iterate my faith and confidence in you, Steve, as the only person I know who has the brains, the talent, the ambition, and the vision to make this enormously challenging and complex vision a true reality. Everyone knows you have the genius to make this the greatest public project in our City's history, something people will enjoy a century or more from now. I am eager to see what your mind will create.

  
Jessica L. Olson

CC: La Crosse Common Council  
Mayor Tim Kabat  
La Crosse Center Board President Brent Smith  
City Clerk Teri Lehrke



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Date: July 5<sup>th</sup>, 2018

To: City Engineer Randy Turtenwald  
City of La Crosse Engineering Dept  
400 La Crosse St.  
La Crosse WI 54601

RE: La Crosse Center "B1" Expansion Concept – Utilities Question

Dear City Engineer Turtenwald,

Questions have been raised concerning the cost of moving buried 69KV lines in the region of the proposed expansion. I consulted a former city employee who recalled they may be underneath the street, but recommended I ask you for clarification. This city employee also advised me that the total cost of the original project to bury them was slightly over \$1 million, but that the biggest expense was the cable itself and he thought it would be possible to reuse it and not necessarily install brand new.

Since the Common Council and the Mayor have been asking for this information, I would greatly appreciate it if you or other staff in your department could find answers to the following questions and have written responses ready in a letter by July 10<sup>th</sup> to scan into Legistar in time for the July 12<sup>th</sup> meeting?

1. Based on the "B1" concept as shown, and the city's specific records and maps of where the power lines are buried, will these lines need to be relocated?
2. Can the cables be moved and reused? Are there other physical assets that can be salvaged and reused?
3. Is this expenditure something that would reasonably fall within the scope of the "contingency" portion of the budget that is included in every project the City develops?
4. Is there any reason to be concerned that the "contingency" part of the budget of the Center Expansion proposal (which is more than \$4 million) is insufficient to cover the cost of relocating these power lines?
5. If the Common Council were to move forward with "B1", would it be the Center Board or the Engineering Department who would be responsible for coordinating with Xcel Energy to start the process of planning to move the lines?

Thank you very much, I apologize for such short notice. I will be giving copies of this letter to Bernie Lenz in case you aren't back to the office this week, as I want to give your department enough time to draft a response.

Jessica L. Olson

CC: LA CROSSE COMMON COUNCIL  
MAYOR TIM KABAT  
CENTER BOARD PRESIDENT BRENT SMITH  
CITY CLERK TERE LEARKE



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Date: July 5<sup>th</sup>, 2018

To: Senior Planner Tim Acklin  
City of La Crosse Planning Dept  
400 La Crosse St.  
La Crosse WI 54601

RE: Heritage Preservation Commission & La Crosse Center "B1" Expansion Concept, Conflict with Center Board Appointment and Chair Position on HPC

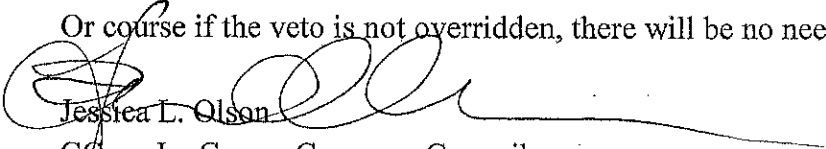
Dear Sr. Planner Acklin,

In order to facilitate a timely introduction of the Center Board and design team for the Center Expansion, if the "B1" concept is approved in an override vote on July 12<sup>th</sup>, I would like to request that you add the following items to the agenda for the July 19<sup>th</sup> Heritage Preservation Commission meeting:

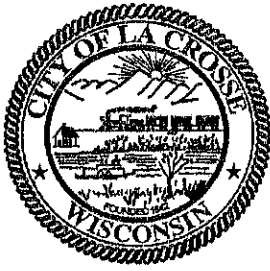
1. Introduction of Center Board representatives and representatives from ISG and Gensler to the Commission, along with a very brief explanation of the history leading up to this point in the project.
2. Discussion and possible action on whether the HPC would like to designate a liaison (or more than one but less than a quorum) to act as a point of contact and attend other meetings to follow design process and provide preliminary feedback to the design as it begins to be put together.
3. Discussion on how frequently the commissioners prefer the Center Board bring the design process back to HPC for commission review and feedback during regular HPC meetings.

If you think of other things that should be added to ensure the HPC has ample opportunity to be engaged in the process as it moves forward, I am open to your suggestions. Upon a successful override vote, I will also be contacting the City Attorney and follow his instruction on how to handle the conflict I mentioned about being both the Center Board Council Member and also being the Chair of the HPC.

Or course if the veto is not overridden, there will be no need to add these items. Thank you.

  
Jessica L. Olson

CC: La Crosse Common Council  
Mayor Tim Kabat  
La Crosse Center Board President Brent Smith  
City Clerk Teri Lehrke



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Date: July 5<sup>th</sup>, 2018

To: President Brent Smith  
La Crosse Center Board  
400 La Crosse St.  
La Crosse WI 54601

RE: La Crosse Center "B1" Expansion Concept – PUBLIC OUTREACH AND EDUCATION

Dear President Smith,

I understand Director Fayhe is seeking to call a Center Board Meeting on July 13<sup>th</sup>, 2018. I am hereby requesting that an item be added for discussion and possible action for this meeting, contingent on how the vote of the July 12<sup>th</sup> Common Council meeting ends up. Since the Council meeting is past the 24 hour notice period, it is necessary to add the item upfront, and then if the veto is sustained, it can be simply passed over on the agenda and not acted on or discussed.

If the veto is overridden, I want to discuss plans for representatives of the Center Board and ISG and Gensler to host two neighborhood input sessions within the first week following the Council's override vote. I would like them to be an hour long each, and one should be hosted at the Southside Neighborhood Center, and the other should be at the Black River Beach House. We should also have as part of this agenda item a discussion regarding public outreach and engagement, and how the information about these meetings can be put out into the public so that people can stay informed in live time as the project moves forward.

Let me be absolutely clear with you that I DO NOT want these issues put off. The board can vote it down, but I do not want any suggesting that we put it off for a future meeting. So please get it added and noticed for a vote.

These issues are extremely critical to not only rebuilding public trust in the Center Board's leadership, but also to help take the pressure off Common Council Members and the Mayor to have to do explaining and educating that is rightfully the responsibility of the Center Board.

Thank you,

  
Jessica L. Olson

CC: La Crosse Common Council  
Mayor Tim Kabat  
City Clerk Teri Lehrke



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Date: July 5<sup>th</sup>, 2018

To: Chairwoman Tara Johnson  
La Crosse County Board  
La Crosse County Administrative Center  
212 6th Street N, Room 1700  
La Crosse WI 54601

RE: La Crosse County Financial Contribution to La Crosse Center Expansion Project

Dear Chairwoman Johnson,

In reviewing the meeting agendas and minutes of the La Crosse County Board I observed that the Executive Committee voted on 3-7-2018 to direct County staff to draft a resolution in support of pledging \$60,000 annually over a 10 year period to the La Crosse Center Expansion Project. [*Minutes Attached*]

Let me also say how much that \$600,000 is appreciated. Every contribution counts.

I have reviewed the agendas and minutes of both the Executive Committee and County Board meetings since 3-7-2018 and have not seen this resolution come back for approval yet. Mayor Kabat and the Common Council are asking to see what the commitments are going to be from the County and I don't have a clear understanding to explain to them what this means. Could you, if possible, provide answers to the following questions:

1. Does this pledge resolution have to be voted on by the Executive Committee before being sent to and approved by the County Board?
2. Is there a draft of this resolution available for the La Crosse Common Council and Mayor to review prior to the July 12<sup>th</sup> meeting? If so, can you email me a link or a copy?
3. On what timeline is the resolution set to be voted on? Is the County waiting for the La Crosse Common Council to approve the concept floorplan before finalizing this commitment?

If there is a more appropriate person to forward these questions to, please forward this letter and advise me as soon as possible. I am hoping to get answers by July 10<sup>th</sup> to scan into Legistar for the Council Members to review prior to the July 12<sup>th</sup> meeting.

  
Jessica L. Olson

CC: LA CROSSE COMMON COUNCIL  
MAYOR TIM KABAT  
CENTER BOARD PRESIDENT  
BRENT SMITH  
CITY CLERK TERI LEHRKE



**EXECUTIVE COMMITTEE**

**March 7, 2018**

**Administrative Center – Room 1107**

<b>MEMBERS PRESENT:</b>	Tara Johnson, Sharon Hampson, Mike Glese, Dave Holtze, Monica Kruse, Maureen Freedland, Peg Isola, Matt Nikolay
<b>MEMBERS ABSENT/ EXCUSED:</b>	Tina Wehrs
<b>OTHERS PRESENT:</b>	Steve O'Malley, Sharon Davidson, Mary Marco, Megan DeVore, Jim Speropulos, Brian Fukuda, Gregg Stangl, Don Neitzel, Pam Radtke, Bill Hoel, Art Fahey, Terri Pavlic

**CALL TO ORDER**

Chair Johnson called the meeting to order at 7:30 a.m.

**PUBLIC COMMENT** – there was no public comment.

**APPROVAL OF MINUTES OF FEBRUARY 8, 2018 EXECUTIVE COMMITTEE MEETING**

**MOTION** by Holtze/Glese to approve the above meeting minutes. **Motion carried unanimously;** Wehrs excused.

**CONSENT AGENDA: MONTHLY ACCOUNT TRANSFERS, CHECK REQUISITIONS, INVESTMENT REPORT**

**MOTION** by Isola/Kruse to approve. Finance Director Sharon Davidson made a clarification on the Account Transfers for December 2017. In January, the Executive committee approved \$121,000 out of General Fund Contingency to go into the Health Department to pay for the West Animal Control Case, with the stipulation that if the Health Department had a good year, this would be put back. At year end, there was \$114,000 profit, so \$60,000 was put back into the General Fund. **Motion carried unanimously;** Wehrs excused.

**2017 CARRY FORWARD REQUESTS TO 2018**

There is a negative amount of \$1,015,000 in Neighborhood Revitalization. This is due to the fact that we did not close on the sale from the City of La Crosse, but will be closing on it this year. Prior to closing, the City of La Crosse provided \$400,000 to us in calendar year 2017 and will make an additional payment this quarter, with a final payment in the first quarter of 2019. **MOTION** by Freedland/Holtze to approve. **Motion carried unanimously;** Wehrs excused.

**LA CROSSE CENTER REQUEST – POSSIBLE NEXT STEPS**

At last month's County Board Planning Meeting, La Crosse Center Board Members gave a presentation to the Board outlining their plans for expansion of the La Crosse Center. The County Board referred to the Executive Committee to discuss potential options for financial support of this project. The current expansion plan that they will be recommending to the City Council is \$49.2 million; \$37 million has been approved by the City; \$5 million has been approved by a grant from the State.

Brian Fukuda distributed and discussed information on the La Crosse Center Economic Impact. Both County staff and Gensler have done some analysis of the estimated existing economic impact of the La Crosse Center, as well as the projected economic impact of the expanded facility.

- June 2016 county staff did an analysis of the economic impact of the existing La Crosse Center
  - Estimated direct impact - \$15.6 m to \$17.3m
  - Multiplier of 2.5 to 3

- o Total economic Impact \$39.2m to \$43.4m (using 2.5 multiplier)
  - o Estimated county sales tax revenues from above - \$205,000/year
- December 2017, Gensler performed an economic impact analysis of the existing facility and projected expansion of the facility
  - o Estimated total impact on the existing facility - \$37.59m
  - o Estimated direct impact of expansion - \$7.51m
  - o Multiplier of 1.6
  - o Total economic impact of expansion - \$12.1m
  - o Estimated county sales tax revenue from expansion - \$60,500/year
  - o Estimated county sales tax revenue from total facility w/expansion - \$248,000/year
- It is almost important to note that without these updates and expanded facilities, the Center would be likely to lose some of their existing business, and the county would potentially see sales tax revenues decrease as the center has less economic impact.
- Our research on multipliers showed a range of 2.5 to 3 to be justifiable based on the size and diversity of the La Crosse market. If you used a 2.5 multiplier on Gensler's estimate of \$7.51m in direct economic impact:
  - o Estimated total economic impact - \$18.7m
  - o Estimated county sales tax revenues from expansion - \$94,000/year

**MOTION** by Hampson/Holtze to have staff draft a resolution pledging \$60,000 annually over a 10 year period as a contribution to the La Crosse Center Expansion Project. **Motion carried unanimously;** Wehrs excused.

**RESOLUTION RE: ELECTED OFFICIALS' SALARIES FOR NEXT TERM 2019-2022, CLERK OF COURTS AND SHERIFF**

**MOTION** by Hampson/Kruse to approve. This resolution sets forth annual rates for the Clerk of Courts and Sheriff for the 2019-2022 term with an annual increase of 3% in 2019, 3% in 2020, 2% in 2021 and 2% in 2022. The County Board previously set the salaries for the County Clerk, County Treasurer and Register of Deeds with an increase of 2% for 2017 and 2018 and 3% for 2019 and 2020. **Motion carried unanimously;** Wehrs excused.

**FUTURE AGENDA ITEMS:** None noted.

**NEXT MONTHLY MEETING:** April 11, 2018 at 7:30 a.m.

**ADJOURN**

There being no further business, **MOTION** by Nikolay/Hampson to adjourn the meeting at 8:53 a.m. **Motion carried unanimously;** Wehrs excused.

**APPROVED April 11, 2018 - Recorded by Terri Pavlic**