City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI 54601

Meeting Minutes

La Crosse Center Board

Thursday, January 30, 2020 **4:00 PM** **La Crosse Center Conference Room**
300 Harborview Plaza, La Crosse, WI 54601

Call to Order

Roll Call

Others in attendance: Sue Wieman, Dave Guepfer, Kris Salzwedel, Jeff Ulrich, Jay Breier - La Crosse Center Staff.....Jennifer Stangl, Kevin Bills, Mariah Langer - ISG.....Peter Linsmeier - Kraus Anderson.....Kate Weis, Kathy Van Kirk - Vendi Advertising.....AJ Frels - Explore La Crosse.

Present: 7 - Douglas Farmer, Phillip J. Addis, David L. Mc Dowell, Brent Smith, Amanda Halderson-Jackson, Pamela Maas,Danielle Peterslie

Excused: 2 - Scott Neumeister,Nancy Flottmeyer

Approval of Minutes

Minutes from January 16,2020 for approval.

Moved by Doug Farmer second by Phil Addis for approval. Passed Unanimously.

Agenda Items:

Interior review on LCC wall treatments, ceiling treatments, concession stands, floor coverings, chair rails, uplighting and more presented by Jennifer Stangl Senior Interior Designer for ISG.

Jennifer Stangl of ISG updated the board on the latest interior treatments being considered. The first part of the presentation dealt with staying within the original inspirations of "Evolve/Explore/Enrich".

The following areas and a video presentation of possible treatments were shown:

1) **Floors of the North Hall and the Arena**
2) **Doors**
3) **New entrance look...open ceiling, walls and flooring**
4) **Chair rails and corner wall protection**
5) **Historical Features**
6) **Concourse....ceilings, walls, wall bases, floor, counter tops**
7) **Concession stands**
8) **Ballroom carpet with a wave effect flowing from the prefunction area into the ballroom**
9) **Uplighting inside and out**
10) **Meeting rooms**

Board accepted the report and look forward to future updates.

Rate Card Discussion

The current proposed rate card for 2022 and beyond was presented. The board discussed the card. They were made aware a number of factors go into a rate card and negotiations with clients. They requested that the current rate card be emailed out to them and it will be further discussed at upcoming LCC Board meetings.

Branding Update from Vendi Advertising

Kate Weis and Kathy Van Kirk presented the latest findings on their Branding effort. They have gathered information from research with end users, board, general public and other stake holders. The beauty of the area, a vibrant downtown, a world renown river and the wildlife all are playing into the feel and the uniqueness of La Crosse and the La Crosse Center. All those factors will start translating into a look, a logo, a tag line and more. In the next few weeks Vendi will be coming back with graphics and accompanying materials. There will be a sub committee meeting and then a presentation to the full board within the next 45-60 days.

President's Report

*Marketing Position Discussion

President Smith discussed the conversation with the Mayor about a marketing position at the Center. The desire is to ask the Mayor to switch the new sales position scheduled for 2020 to a marketing position. Then add back in the sales position for 2021. To be brought back to the full board.

Director's Report
*Signage in/on Parking Ramp Discussion

Director Fahey reported that there have been conversations with City Planner, Traffic Engineer and the Chief City Inspector in reference to an Electronic Messaging Unit on the LCC Parking Ramp on 3rd Street promoting events at the Center. The City Inspector ruled that a sign of this nature is considered an off premise sign. With that designation the sign could only promote the building that is was on which is the parking ramp. As a result we could not promote events in the Center.

The second question that needs to be answered is what is allowed on this street from the State of Wisconsin. 3rd Street is Hiway 53 and the Great River Road. They directed Fahey to get that answer from the State.

If it is possible from the State's view point then an appeal would have to go to the Board of Zoning Appeals on the local level.

To be brought back to the La Crosse Center Board.

Fahey also reported that this coming weekend was the State of Wisconsin Pom and Dance Competition bringing in thousands of people to the downtown.

Liquor Invoices for Approval January 2020

Liquor invoice for January 2020 moved for approval by Doug Farmer second by Amanda Jackson. Passed unanimously.

Adjournment

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.