



City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI 54601

Meeting Minutes

La Crosse Center Board

Tuesday, July 7, 2020

4:00 PM

La Crosse Center Virtual Meeting
300 Harborview Plaza, La Crosse, WI 54601

Please Note: In an effort to keep members of the public, the La Crosse Center Team and the La Crosse Center Board Members as safe as possible from the spread of COVID19 this meeting will be conducted through video conferencing. The meeting can be accessed through the following link:

<https://stream.lifesizecloud.com/extension/1271327/e7506959-fe5d-44ac-805c-9016fb33bd90>

If you have questions or concerns regarding an agenda item, please call (608) 789-7413 or email afahey@lacrossecenter.com prior to the meeting.

Call to Order

Roll Call

Others in attendance: Art Fahey, Kris Salzwedel, Dave Guepfer, Sue Wieman, Natalie Olson - La Crosse Center, Kathy Van Kirk and Julie Haas - Vendi, Peter Linsmeier - Kraus Anderson, Kevin Bills - ISG, AJ Frels and Jay Fanta - LCCVB.

Present: 7 - Phillip J. Addis, David L. McDowell, Brent Smith, Amanda Halderson-Jackson, Pamela Maas, Nancy Flottmeyer, Danielle Peterslie

Excused: 2 - Douglas Farmer, Scott Neumeister

Agenda Items:

Approval of Minutes

Minutes June 9, 2020 for Approval

Minutes moved for approval by Dave McDowell second by Amanda Jackson.
Passed Unanimously.

Convention Update July 7, 2020

Director Fahey reported the booking levels at this time for 2020 which saw a significant loss of events due to COVID19. A total of 5 confirmed conventions were run in the 1st 2 1/2 months of 2020. There are still 4 now considered tentative for the balance of 2020. Many of those events moved to future years while some did cancel.

Salzwedel presented more details on specific conventions rebooking or new bookings. Jay Fanta and AJ Frels from the LCCVB also reported their activity. Director Fahey also reported that the annual MOSES Conference in 2021 will be a Virtual Conference. The organization has stated they look forward to returning in 2022. Also the Director of MOSES Lauren Langworthy has announced her resignation and moving onto another opportunity. The search is on for her replacement.

Financials April 2020

Since the closing of the Center revenue has been limited to very little. The Center has reduced their budget by \$457,000 for 2020 with line item reductions and staffing changes. Staffing changes included layoffs, furloughs and deployment to other departments.

As of the end of April 2020 the following was reported: April was red in the amount of (\$167,517.08). This makes they year to date (\$230,444.02). This compares to 2019 which had revenue of \$178,219.63 for a year to date number of \$423,479.42.

Future Events Planning

Future event plans were discussed. This included information from Dave Guepfer of the LCC team. With the Branding effort nearing conclusion plans for the new look will be incorporated in website, signage, clothing wear, stationary, social media, etc.

Steps for reopening were reviewed including becoming Global Biorisk Advisory Council Certified with 4 staff members becoming certified team members. Discussion on Fan Food App, electro static sprayers, spacing floor stickers, masks, sanitizing, etc were reviewed.

New Sales Material are being worked on as well.

The Center continues following the County's Coulee COVID19 Compass under the direction of the Mayor.

Branding Presentation via Vendi Advertising

Kathy Van Kirk of Vendi presented the latest version of the Branding proposed for the La Crosse Center. the presentation included the Process, Brand Recommendations, Brand Positioning, Brand Story, criteria for a successful logo, the proposed logo, taglines, color palettes, icons, textures, imagery and sample applications. After much discussion the LCC Board requested to see more tag line options and possible slight variations of logo incorporated with textures. Overall it was tentatively approved with it coming back to the LCC Board. In addition, the board wanted to make sure all the elements of the new brand flowed with all the formats it will need to be applied to.

ISG Update

Kevin Bills of ISG presented the latest renderings of the new entry way, the pre-function areas and the new ballroom. He also showed where possible art work could find a home in these areas. The board approved with the message needing to go the Art's Committee that the LCC Board wanted final approval of the art work. They also wanted to make sure the Art's Committee knew that there is no designated funding in the project for art work.

Construction Update via Kraus Anderson

Peter Linsmeier of Kraus Anderson presented the June summary of the construction project. Those details are outlined in the attached June Summary document.

President's Report

Director's Report

Director Fahey updated the LCC Board on the staffing levels at the Center. He also reminded them that the budget cuts call for by the City in the amount of \$457,000 have been implemented. Also, at the date of this meeting the City is still following the County's Coulee COVID19 Compass which is at the "Severe" level. Doors to the Center remain closed.

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.