



# City of La Crosse, Wisconsin

La Crosse Center  
300 Harborview Plaza  
La Crosse WI 54601

## Meeting Minutes

### La Crosse Center Board

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Tuesday, June 22, 2021

3:45 PM

La Crosse Center Conference Room  
300 Harborview Plaza, La Crosse, WI 54601  
Also available via LifeSize/Virtual

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#### Tour at 3:45P followed by regular meeting

In an effort to keep the public, City Staff, and the La Crosse Center Board members as safe as possible from the spread of COVID-19, the meeting will be conducted through video conferencing on LifeSize.

FOR THE LIVE STREAM LISTENING AND VIEWING ABILITY GO TO:

<https://stream.lifesizecloud.com/extension/8034951/3069b907-c66a-4ccf-919d-5e3f71d5c143>

If you wish to speak on an Agenda item, you can do so as part of the Live Virtual Meeting. Contact the La Crosse Center at the email or phone number below so we can provide you with the necessary information to join.

Members of the public will also be able to attend the meeting in person. The meeting will be held at the La Crosse Center South Ballroom located at 300 Harborview Plaza, La Crosse.

Additionally individuals may provide written comments on any Agenda items by:  
Email: [afahey@lacrossecenter.com](mailto:afahey@lacrossecenter.com) or Call: 608.789.7400

#### Call to Order

#### Roll Call

**Present:** 5 - David L. McDowell, Brent Smith, Amanda Halderson-Jackson, Pamela Maas, Nancy Flottmeyer

**Excused:** 4 - Douglas Farmer, Scott Neumeister, Phillip J. Addis, Danielle Peterslie

#### Approval of Minutes

Minutes from April 26, 2021 for Approval

Due to a lack of a quorum Minutes from the April 26, 2021 meeting will be held over to the next La Crosse Center Board Meeting.

**Agenda Items:**

Tour of new Ballroom and Meeting Room Space

The La Crosse Center Board, staff and media were lead through a tour of the construction of the Center lead by the team from Kraus Anderson. Afterwards the board convened in their monthly meeting.

Convention Update June 2021

Convention Report was given by Elizabeth Poh and Kris Salzwedel of the La Crosse Center team. Poh reported that an 8 meetings were held for an Investment Retirement group. Also, the recently completed Wisconsin Funeral Director's Association. Mentioned a complimentary feedback post on social media from the event coordinator. The Center hosted UWL and 5 high school graduations in May. Numerous tours have been given 11 specific events visiting the building in recent weeks plus 5 wedding tours. Poh also highlighted proposals are out to the Meeting Planners Inc. of Wisconsin. Finally, talking about updating our marketing and sales materials. Salzwedel reported that the Center hosted Amanda's school of dance recital due to very warm weather in the area. He also mentioned the WFDA, Dairyland Annual Share Holders, Fire Department pinning and a wedding. Recently contracted have been 11 events and 3 weddings. The LCC Team continues to meet with Explore La Crosse and the Radisson Hotel sales department.

AJ Frels Director of Explore La Crosse highlighted a video that will be produced by the State of Wisconsin which will feature the La Crosse Center. The La Crosse Center Board suggested that we monitor a lost business report of our own as well as what the CVB records. Also, to reduce the convention history report back to only 10 years. Finally, to create some bench marks which will assist on staffing levels and work loads that Center will be seeing as we continue to come out of the pandemic.

Financials for May 2021 and YTD

Director Fahey reported that the Center in 2020 covered all its expenses by utilizing its "raining day fund". The Center Board recommended that the future reports on financials be a comparison to 2019 because of all the lost business due to COVID in 2020. So as of April of 2021 the Center for April was \$25,282.43 in the red. For the year the venue is at \$340,387.63 in the red. The Center will see a larger loss in May due to the utility invoices not be recorded in April and will double up in May.

Fahey also reported that the application for a grant from the SVOG (Shuttered Venue Operator's Grant) is still being considered. The week of June 28 the Center hopes to hear if and what amount they maybe awarded.

### Kraus Anderson Summary Report on La Crosse Center Project May 2021

Peter Linsmeier of Kraus Anderson reported on the progress of the Center's construction. He also mentioned the work and possible funding for the Pearl Street walkway. Kevin Bills of ISG Architects reported that the funding for design is in place the funding for the actual work has not been released at this time for 2021. They are both hoping that the City would find a way to allocate the funds in 2021 so the area north of the Center could be concluded this year.

### Website and Facebook Analytics

Dave Guepfer of the Center Team reported on the Facebook Analytics for the last 30 days. Reports that the following is primarily women at a rate of 74% to 26%. The largest following is from La Crosse, Onalaska, Sparta, Holmen and Winona.

Website Analytics was reported by Natalie Olson. Users has increased about 1,000 people over the last month. Number of sessions and sessions duration have both gone up.

The mobile website is not center on hand held screens. Natalie thinks there was a setting that needs to be reset.

### President's Report

President Smith mentioned that with the reintroduction of events at the Center downtown businesses are seeing the impact. Other visitors and local citizens are very interested in seeing the new La Crosse Center. Grand Opening events are still being worked on for this fall.

### Director's Report to include Shuttered Venue Operator's Grant status and Staffing status

Fahey reported that the Shuttered Venue Grant has been in for weeks. Expecting some feed back the week of June 28. Also, in the area of staffing like all places part time staffing is very hard to come by. The venue will continue to search out help from individuals, groups, athletic teams, university student and combining information from like venues.

### Liquor Invoices for Approval from April and May 2021....action required

Due to a lack of a quorum liquor invoices from April and May 2021 will be held over to the next La Crosse Center Board Meeting.

### 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](mailto:ADAcityclerk@cityoflacrosse.org), with as much advance notice as possible.*