



City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI 54601

Meeting Minutes

La Crosse Center Board

Monday, August 23, 2021

3:45 PM

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

Tour at 3:45PM followed by regular meeting

TOUR OF NEW BALLROOM AND MEETING SPACE

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 available through video conferencing on Lifesize as well as in person.

FOR THE LIVE STREAM AND 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 e mail and phone number following so we can provide you with the necessary information to join. Email: afahey@lacrosscenter.com or call: 608-789-7400

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

Call to Order

Roll Call

Present: 9 - Douglas Farmer, Scott Neumeister, Phillip J. Addis, David L. McDowell, Brent Smith, Amanda Halderson-Jackson, Pamela Maas, Kimberly Cable, Danielle Peterslie

Excused: 1 - Nancy Flottmeyer

Approval of Minutes

Minutes for Approval from July 26, 2021. Action Item

Approval of Minutes moved by Phil Addis second by Dave McDowell. Passed unanimously.

Agenda Items:**Convention Update August 2021**

Kris Salzwedel presented the Convention Update. The MOSES Conference is booked for 2022. Discussions on how to attract WHLA's Conference with the CVB and the Radisson Hotel. Also, a meeting was held with Bluff to Bluff a new event. There have been multiple wedding meetings and tours. Cold calls have been made on 12 conventions. The sales team has been achieving at least 5 new calls a day for events to come to the Center.

Elizabeth Poh continues to send out contracts and hosting tours. 8 Wedding tours and another with Mayo. Upcoming tours are planned for Reinhart Foods, District 901, WATCP, WWOA, WI Fall Tourism Conference, WTC Career Fair, Coulee Con and Viterbo's St. John Awards Banquet.

Bi-weekly meetings are happening with the CVB. Elizabeth is attending MPI WI & MN. TripleSeat Software is being installed and sales continue with state and regional planners.

Website and Facebook Analytics

Natalie Olson presented the Website Analytics for late July to mid August 2021. She featured the spikes we are seeing as shows are announced. Especially prominent was the spike when the Aaron Lewis concert was announced to the public.

Financials May & June 2021 and YTD 2021

Director Fahey reported the May and June 2021 financial reports. He pointed out as we are settling into a new Business Manager and into how the flow of expenses are currently coming in there are wide swings in the month to month report. This will probably continue as for example in May the utilities of Electricity and Natural Gas hit with multiple months expended in the amount of \$65,554 while in June those 2 utilities are -0-.

With that said the bottom lines were May showing a loss of \$111,323, while June showed a profit of \$10,861.66. Year to date the venue is in the red \$440,848.97. It was pointed out that the Shuttered Venue Operator's Grant in the amount of \$1.9M will cover all the short falls the Center saw in both 2020 and 2021.

How that Grant and the Center's own reserve account will be dealt with is yet to be determined by the City of La Crosse.

2022 La Crosse Center Budget for Review and Approval. Action Item

Director Fahey and Business Manager Tauscher presented the 2022 proposed Operating Budget for the La Crosse Center. Board Member Phil Addis asked that 2 lines be added into the budgeting process. 1) A line showing if needed "Transfer from the La Crosse Center Reserve to Operations" 2) A line showing "Transfer from Grant Funds to the Operating Budget". With these changes and further discussion it was moved by Addis to approve the 2022 Budget. Second by Kim Cable. Passed unanimously.

La Crosse Center Board Input for Grand Opening Ideas

President Smith opened the floor up for ideas for the Grand Opening. Fahey reported that there is already plans for a community social, arts presentation, tours and a media event. Any further ideas could be sent to President Smith and Director Fahey.

President's Report

President Smith reported that Senator Tammy Baldwin will be in for a tour of the Center tomorrow August 24, 2021.

Director's Report

Director Fahey reported that the Wisconsin Propane Dealers are coming to the venue this week along with the Intoximeter Training. Next week is Rural Water convention, wedding followed by the Elvis Explosion. Also, 2nd St is scheduled to be done next week with more work from Main to State to be done in the next few weeks. Front St. is at least 30 days from being done.

Liquor Invoices for July 2021 for Approval. Action Item

Moved by Phil Addis second by Doug Farmer for approval of July liquor invoices. Passed Unanimously.

2nd set of Liquor Invoices for June 2021. Action Item

Moved by Phil Addis second by Doug Farmer for approval of 2nd set of June liquor invoices. 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.