



City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI 54601

Meeting Minutes

La Crosse Center Board

Monday, April 26, 2021

4:00 PM

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

In an effort to reduce the spread of COVID-19, the La Crosse Center meeting will be conducted through video conferencing. This meeting can be viewed by clicking this LIVE STREAM link:

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

Members of the public who would like to provide written comments or questions on any agenda may do so by emailing afahey@lacrossecenter.com or call 608-789-7413

Call to Order

Present: 9 - Douglas Farmer, Scott Neumeister, Phillip J. Addis, David L. Mc Dowell, Brent Smith, Amanda Halderson-Jackson, Pamela Maas, Nancy Flottmeyer, Danielle Peterslie

Roll Call

Approval of Minutes

Minutes from March 23 , 2021 Meeting for approval.

Minutes for March 23, 2021 for approval. Moved by Doug Farmer second by Nancy Flottmeyer. Approved unanimously.

Agenda Items:

Convention Update April 2021

Kris Salzwedel of the Center team started the presentation on the convention report. Some events cancelled for now due to not being able to maximize their trade show vendors which drive their bottom line. Recently the Stansfield Vending Pool Tournament went very smoothly. Coming up are 4 graduations, Dairyland Power's Annual Meeting, Harlem Globetrotters, Funeral Directors, Coulee Con, Wisconsin Counties and Health Care Engineers.

Elizabeth Poh reported on these following events she and the CVB are working on: Tours of the new facility, Viterbo Banquet, Bloody Mary Fest, WACO, LADCO, Home Energy Plus, Midwest Raptor Symposium, Philippine Eagle Foundation and WCSEA. She and Kris continue to meet BiWeekly with the CVB and the Radisson. She also reported on her trip to Wisconsin Dells to participate in the MPI monthly meeting.

Salzwedel also reported on the numbers for future years are shaping up nicely.

AJ Frels reported on the state level for the Department of Tourism. More to come next month. Jay Fanta of Explore La Crosse reported that the state Science Conference is considering La Crosse. Fanta also reported that a number of cancelled events are to come back.

Kraus Anderson Construction Update April 2021

Peter Linsmeier of Kraus Andersen gave the update on the construction project. Meeting rooms and the ballroom are all seeing placement of drywall with painting beginning in May. The East Connector is in its early stages of construction.

Overall about \$6M left to do in the project or about 85% complete.

ISG Architect Update on the La Crosse Center Project

Kevin Bills of ISG Architect presented the latest.....wayfinding signage is the current project they are working on. That is the biggest item on the design side for ISG.

Presentation of the Art's Board on their recommendation for Art in the La Crosse Center.

Jennifer Williams from the Art's Board presented the committee's recommendation and selection. It comes from Stacia Goodman from Minneapolis, MN. A sample of the proposed artwork was presented. Discussion on the theme, the size, the materials and the hidden message were reviewed.

The selection was moved for approval by Phil Addis second by Pamela Maas. Passed unanimously.

Mayor Reynolds Presentation

Director Fahey presented to Mayor Reynolds and the board the numbers of events and economic impact pre COVID. The number of events on average for the last 4 years. He also reviewed the Economic Impact of the venue pre COVID and estimated future impact. The bottom line is that the Center will deliver at least \$47.4M when it is full capacity estimates.

Financials for 2020

Director Fahey reported that at the end of 2020 the Center due to the pandemic had a deficit of \$1,078,809.01. The venue had its own reserves to cover the deficit in 2020. As an end result the City Reserves were not utilized. Going forward at the start of 2021 there still was \$120,551.14 in reserves for the Center.

Website and Facebook Analytics

Dave Guepfer reported the Facebook Analytics. He reviewed the viewers profile and reported on the top 3 areas guests were viewing our page. Our safe video, our construction video and information on the pool tournament were the top 3. Facebook next month is eliminating the FB Analytics. We will be working on new reportable information for the future.

Natalie Olson reported on the webpage analytics. She reviewed the Users, New Users and number of Sessions they attended. Length of time on a page was also reported. She also showed the board where the users were coming from. She also reported that the top3 sites visited were for tickets and events, floor plans and weddings.

President's Report

President Smith reported that there are a number of new City Council Members and a new Mayor. He reported that the \$5M check came in from the State of Wisconsin.

Director's Report

Director Fahey reported that the Center has been approved to post the position of the Business Manager at first as a Part Time position leading into full time.

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.