



City of La Crosse, Wisconsin

La Crosse Center
300 Harborview Plaza
La Crosse WI 54601

Meeting Minutes

La Crosse Center Board

Wednesday, October 20, 2021

4:00 PM

La Crosse Center Conference Room or Virtually
300 Harborview Plaza, La Crosse, WI 54601

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 North Hall located at 300 Harborview Plaza, La Crosse, WI

Call to Order

Roll Call

Present: 6 - Douglas Farmer, Scott Neumeister, Phillip J. Addis, David L. Mc Dowell, Brent Smith, Amanda Halderson-Jackson

Excused: 4 - Pamela Maas, Kimberly Cable, Nancy Flottmeyer, Danielle Peterslie

Approval of Minutes

Minutes for August 23, 2021 Action Item

Phil Addis moved to approve the minutes. Second by Amanda Jackson.
Passed unanimously.

Agenda Items:

Convention Update October 20, 2021

Director Fahey opened the conversation with the convention graph of future bookings for both confirmed and tentative from 2021 to 2026. The numbers looked very encouraging as we prepare to open the new facility.

Elizabeth Poh reported on the number of contracts being sent out for 7 future weddings. She also reported on the following future events of a MOSES Board meeting, Misty Dance Unlimited meetings and the MS Walk. There were tours given to 13 events. Notably, Dairyland Power, Rotary Tri-District, Democratic Convention at the Lions. Further she has proposals out to WI Farmer's Union, Circle of Friends, Snowmobile Directors, WI Garden Club, Boy Scouts and the Opioids, Stimulants & Trauma Summit. She also reported on the on boarding of a new software system called Triple Seat.

Kris Salzwedel reported that since the last board meeting the venue hosted 30 events and in the next few weeks featured the next 11 events. He also pointed out the events that are looking to utilize the new venue including Bridal Expo, Wedding World, Chamber Banquet and Kwik Trip.

Website Analytics Oct 20, 2021

Director Fahey reported on the Website Analytics. The numbers reflected a 2 month period of time. The sessions and new users were up over the last report. It was interesting to note that the in the top 5 locations of visitors from Milwaukee, Madison, Chicago and Minneapolis were significant. The feeling was that the convention business we have been seeing has driven those users.

Facebook Analytics October 20, 2021

Director Fahey reported on the Facebook Analytics for the last 30 days. Women were 3 to 1 to men and in the demographic of 25-54.....57% of the users fell in that age category. Views were up 18%. The top posts were the Aaron Lewis concert with 2,400 the photo of the big river cruising boat from the new ballroom with 3,900 and the new beer festival called Frothbite with 3,100 people.

Kraus Anderson Summary Update for September 2021

Weston Gumbert reported on the progress of the construction of the Center. The project is reaching near completion. Carpeting is going down and touch up paint are among the things going on right now. A December 1st date of turning over the keys is still being planned. The Front Street pouring of cement and blacktopping will happen in early November. The Pearl St Walk Way is still scheduled for 2022. After the meeting Weston will take any board member who wants on a tour of the new area.

Digital Wall Photographs for the LCC Board to select from for hallway artwork.
Action Item

After much discussion the board moved to approve the proposed sample located on page 3 of the submissions. It was the 5 option which included pictures of a biking trail bridge, a golfer, fireworks, eagle and a winter bluff scene. Moved by Doug Farmer to accept and seconded by Dave McDowell. Passed unanimously with feedback to the board that the artwork will not have any artist right costs associated with them.

Financial Reports August 2021 and Year to Date

The financial report proved to have a number of questions presented to both Director Fahey and Business Manager Tauscher. There were some line items that needed correction. Also, there was a question on an ATM adjustment by the city finance department. It was voted to have the correction made and mailed out to the board by October 27. And to ask the City Finance Department for an explanation of the ATM transfer. These both will be taken up again at the next LCC Board Meeting.

President's Report

Director's Report including staffing levels, tentative Community Open House and Shuttered Venue Grant.

Director Fahey reporting on staffing levels. The venue is still working on hiring full time lead janitors. More staffing is planned with the new budget approval. Those positions can be advertised prior to January 1, 2022, but they cannot be in place until 2022.

Fahey also reported that plans are tentative for a December community open house for the newly finished venue. Finally, the Shuttered Venue Operator's Grant is still pending.

Liquor Invoices for September 2021 for approval. Action Item

Liquor invoices for September 2021 were 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.