



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes - Final

La Crosse Historic and Cultural Museum Planning Task Force

Thursday, July 16, 2020

9:00 AM

Video Conference Via Lifesize

In efforts to reduce the spread of COVID-19, the La Crosse Historic and Cultural Museum Planning Task Force meeting will be conducted through video conferencing. The meeting can be viewed by clicking this link (or typing the URL in your web browser address bar):

<https://stream.lifesizecloud.com/extension/3286075/0c19151b-3006-4d33-af75-c1d452407a87>

If you wish to speak on an agenda item, you can do so as part of the virtual meeting. Contact the Planning and Development Department at the email or phone number below so we can provide you with the necessary information to join in.

Members of the public who would like to provide written comments on any agenda may do so by emailing acklint@cityoflacrosse.org, using a drop box outside of City Hall or mailing the Department of Planning and Development, 400 La Crosse Street, La Crosse WI 54601. Questions, call Tim Acklin at 608-789-7391.

Call to Order

The meeting was called to order at 9:00am.

Present: 8 - Gary Padesky, Denise Christy-Moss, Sam Scinta, Mary Ann Gschwind, Pat Stephens, Angela Erdenberger, Sigurd Gundersen III, Tony Yang

Excused: 2 - Sandy Cleary, Josephine Lee

Approval of Minutes

1. Approval of the June 11, 2020 Meeting Minutes.

Tony Yang moved to approve the minutes. Gary Padesky seconded. The motion passed 7-0.

Mary Ann Gschwind arrived at 9:02am.

Agenda Items:

2. **20-0953** Review of Museum Feasibility Study.

Dan Plunkett stated that he wanted provided a quick overview of what was in the draft report and what was not and still working on and then open it up for questions. Dan stated that the first section of the document was looking at the data that was collected in the Fall from the public meetings and stakeholder

interviews. This section is mostly complete. Still trying to get input from the Pride Center and the Ho-Chunk in order to complete this section. Kate Evans and another student are working with the Pride Center and Dan is working through the Ho-Chunk process. There is also some feedback from a few stakeholder groups that needs to be incorporated in this section.

The next section focuses on the data collected in the Spring. This data includes feedback on the design and experience for a new museum. This section includes a quantitative analysis of the data that was collected. What is still missing is the qualitative assessment which Kate and another student are currently working on. The qualitative piece will follow the quantitative piece in the final report.

The next section will be an analysis of the visitor and student surveys. Portions of the analysis are included but is has not been fully assessed yet. Detailed write ups will be included in the final report. Dan then stated that they also looked at comparable cities and museums that have similar demographics and statistics to La Crosse. Several cities and museums that came up the Task Force visited. Still working on finalizing this piece.

The Last section is the site analysis. They have been focusing on the old CenturyLink Building and the River Point District. Working with Tim Acklin to get feedback on these sites. Currently the report only includes some initial information. Dan asked if their were any questions or feedback.

Pat Stephens asked when the final report would be completed. Dan stated that they are hoping to have it completed by the end of August. Dan stated that one thing that may delay its completion is if they are unable to contact the remaining stakeholders and asked the Task Force if they would prefer to have them submit the report and add an addendum later or just wait.

Tony Yang thanked Dan and Kate. He asked about the zip codes related to the participants in the visitor surveys. Illinois, Wisconsin, and Minnesota were high in percent. Tony wondered what percent was Iowa considering they were also our neighbor. Dan stated that he would have to look back at the data to see how "other" was broken down.

Candace Brown requested that the final report should say La Crosse County Historical Society. The word "County" was left out in several places. Dan stated that he would make that correction.

Barb Janssen asked if Dan and Kate were looking at trying to hold Zoom meetings with the remaining stakeholder groups. Dan stated that right now they were just having difficulty connecting with them in general. They will be trying every option. Kate Evans also stated that they will be trying every avenue to get feedback from those groups.

Pat Stephens thanked Dan and Kate for what they have completed so far. Dan stated that they will include all of the raw data as attachments so it will not increase the size of the final report and make it easier to use in the future.

Dr. Sig Gundersen states that he found this report fairly valuable. He then stated that he felt there was enough information here to move forward and

make recommendations to the City.

Tony Yang asked where we were at in terms of timeline for the task force. Was the task force on schedule? Tim Acklin stated that we were behind in the timeline as it was presented in the beginning of the process. Many factors contributed to this that included, site visit logistics and COVID as well as the fact that we may not have had a clear idea at the time of how long it would take. He then stated that in relation to what other museums have had to go through and the time it took them to move through the process we may be ahead of schedule. While we may not be moving as quickly as we would like we have made a lot of progress and gather a tremendous amount of information and data to keep moving forward. Tim also stated that once the final report is completed he can begin working on a compilation of the Task Force's work to present to the Common Council along with their recommendations.

Greg Clark asked Dan if there were any surprises with the data that they didn't expect. Dan stated that one thing that surprised him was the level on interest from college students on visiting a museum. When he asked students in his own classes the level of interest was low, but the responses from the much wider survey of college students suggested that interest was much higher. Kate states that the one thing that surprised her was with the data collected in the Spring. There was some skepticism on event or conference space in the museum and whether it would be helpful or necessary. She was anxious to get into the qualitative piece and understand why.

Greg Clark asked Tim if there was a Capital Budget request that was related to this project. Tim stated that the item was to fund the cost of hiring a consultant to complete any other feasibility study work if needed and hire an architect and exhibit designer to complete conceptual drawings. Tim confirmed that the item was moved out to 2021 and that there is currently a strong emphasis on partnerships and matching funds for projects in the Capital Budget.

3. Next Steps. August Meeting.

Adjournment

The meeting was adjourned at 9:33am.

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.