

La Crescent Economic Development Commission

Minutes

May 13, 2019

City Hall

4:00 P.M.

Members Present: Larry Stryker, Eileen Krenz, Troy Nolop, Al Voss, Cherryl Jostad, Lori Kadlec, Mike Welch and Brett Kemmer. Staff present: Terry Erickson.

Item 1: Call to Order Larry called the meeting to order at 4:00 p.m.

Item 2: Agenda/Minutes

Larry asked that the minutes and agenda be approved. Eileen made a motion and Mike seconded to approve the agenda, motion carried. Eileen made a motion to approve the minutes and Al seconded to approve, motion carried.

Item 3: Houston County EDA Director Allison Wagner:

Terry introduced Allison Wagner who is the Director for the Houston County EDA. Allison provided the Commission an overview of her work experience and her connection to Houston County. She then presented an overview of the finance programs that are available to assist area businesses. They have funding available and interest rate is at 4.5% she encouraged businesses to apply. She mentioned that they do have a Facebook page as well. Tax abatements are also available and she can help with this process as well.

Item 4: Branding Organizational Meeting/Branding Update:

Terry provided an overview and highlighted what had occurred at the branding meeting earlier in the day. Metre provided a written report at the meeting that overviewed the primary and secondary research they have conducted to date. The report highlighted the strengths, spirit of the people, and what the city might look like in 2050 as well as primary conclusions. Kerstin and Justin also presented samples of area branding and current logos from surrounding cities. The discussion then turned to the public meeting and community survey. Tasks were assigned to members related to the survey and its distribution.

Item 5. Terry reported on the all committee meeting held at the Community Center. The meeting was well attended and provided an overview of all the different projects going on in the City.

Item 6: Staff Report

Terry provided an update on the Small Cities Development grant and that a required public hearing will be held on Tuesday May 28th at 5:30 p.m. He and Cindy Vitse from Semcac will be present at the meeting. Terry is working with Springbrook management and La Crosse MTU on securing a bus waiting area for residents there. Terry reported that the hotel tax legislation is still in the works and is hopeful it will be passed.

Item 7: Member Reports:

Eileen reported that the Event Center will be having a VIP opening day celebration on May 23 at 4:30 with a Ribbon Cutting at 6:30 p.m. She also reported the need for more independent living units in the community and that Springbrook had quickly filled the 11 units it had constructed. She also reported that there will be a ribbon cutting for the Chiropractic office located on the pike. Troy mentioned he has 300 sq. ft. of office space available in his building.

Item 8 Other:

Item 9. Adjourn:

The meeting adjourned at 5:00 p.m.

Submitted by: Terry Erickson, Community Development Staff

