

**LA CROSSE COUNTY BOARD OF SUPERVISORS PLANNING MEETING  
PROCEEDINGS; MONDAY, FEBRUARY 13, 2017**

The La Crosse County Board of Supervisors Planning Meeting was held on Monday, February 13, 2017 in the Administrative Center, Room B410. The County Clerk, Ginny Dankmeyer, took attendance. 22 supervisors were present when Chair Tara Johnson called the meeting to order at 6:00 P.M. and those otherwise present, excused or absent are noted in the roll call detail:

<b>District Name</b>	<b>Attendance</b>
1 Richmond, Andrea	Present
2 Geary, Ralph	Present
3 Weidenbach, Doug	Present
4 Freedland, Maureen	Present
5 Rosa, Keyla	Present
6 Plesha, Roger	Present
7 Hampson, Sharon	Present
8 Jerome, Peg	Present
9 Gundersen, Jerome	Present
10 Cable, Kim	Present
11 Scheller, Patrick	Present
12 Holtze, Dave	Present
13 Tryggestad, Tina	Excused
14 Larson, Margaret	Present
15 Kruse, Monica	Present
16 Ferries, Dan	Excused
17 Giese, Mike	Present
18 Berg, Laurence	Excused
19 Cornforth, Rick	Absent
20 Doyle, Steve	Excused at 06:28 PM
21 Burke, Vicki	Present
22 Barlow, Patrick	Present
23 Nikolay, Matt	Present
24 Pfaff, Leon	Excused
25 Ebert, Ray	Excused
26 Hesse, Dan	Present
27 Wehrs, Tina	Present
28 Tyser, Kathie	Present
29 Johnson, Tara	Present

**PLEDGE OF ALLEGIANCE**

**COMMUNICATIONS AND ANNOUNCEMENTS:**

**County Board Chair Report - Tara Johnson**

- Distribution of La Crosse County Newsletter – Supervisors should contact Terri Pavlic in the Administrator’s Office if you are interested in continuing to receive a hard copy of the County Newsletter.
- New Supervisor Mailboxes – New Supervisors mailboxes are located immediately to the right when entering from the East doors. Your badge is needed to enter that

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room and the mailboxes are much smaller than before so won't be able to use them to store items.

- Supervisor Conference Reports
  - Supervisor Freedland and Holtze attended the WCA Legislative Exchange and gave a report on meetings they attended. Many conversations revolved around transportation needs.

**Administrator Report - Steve O'Malley**

**PROCLAMATION NO. 81-2/17 FEBRUARY 2017 - PUBLIC HEALTH MONTH**

**WHEREAS**, the Mission of the La Crosse County Health Department is to "Protect, promote and improve the health of all people to enhance the quality of life"; and, **WHEREAS**, the Health Department is made up of 55 full and part time staff representing 15 different Public Health professions; and, **WHEREAS**, the staff of the La Crosse County Health Department enables County residents to be living in one of the healthiest Counties in the state; and, **WHEREAS**, the staff provides information and services to County residents in about 55 different program areas that enable citizens to live long and productive lives; and, **WHEREAS**, the State of Wisconsin rates the Health Department performance at the highest level possible in Wisconsin; and, **WHEREAS**, the La Crosse County Health Department is among the first 10 in Wisconsin and first 150 in the US to achieve national accreditation status through the Public Health Accreditation Board. **NOW THEREFORE BE IT RESOLVED**, that the La Crosse County Board does hereby proclaim the month of February as Public Health Month and urges all residents to join in recognizing the valuable contribution of Health Department staff.

Motion by M. Kruse/K. Cable to approve passed on a unanimous voice vote with 23 ayes, 1 absent - R. Cornforth, 5 excused - L. Berg, R. Ebert, D. Ferries, L. Pfaff and T. Tryggstad.

- County Public Relations: Logo and Tag Line update – Kathy Van Kirk and Julie Haas of Vendi presented the new logo and tag line. The process included presenting La Crosse County authentically, elevate the brand, and consistency. Brand strategy is understanding what is important and unique for La Crosse County. Brand identity is how you convey that story to the constituents. The new logo and tag line was revealed and discussion on what went into creating it and why. The new tag line is: Exceptional Services. Extraordinary Place.
- Preliminary Review of Governor's 2017-2019 Budget – Administrator O'Malley gave a review of the Governor's 2017-2019 budget. The budget proposes \$649 million for K12 education, \$140 million for the UW System, elimination of the State Forestry Property Tax Levy, small reduction in income tax brackets, transitioning for self-insurance for State employees, and a two year technical college freeze. These items have little impact on County Government. An additional \$825,000 Statewide for County Conservation activities (projects within Land Conservation), \$30 million in 2018 and \$10 million in 2019 for broadband expansion, return to block grants for County Veteran Services Officers, \$1.25 million in 2018 and \$5 million for 2019 increase for Children and Family Aids for the entire State, \$2 million each year for treatment alternatives and diversion programs, increase funding of 8% for General Transportation Aids, and 2% increase in nursing home rates.
- Premier Resort Area Tax: Public Information Communication Plan, Budget, and Discussion – Associate Administrator Jane Klekamp presented a recap of the PRAT. There is a need for \$87 million in unmet road needs. Pros of a yes vote and pros of a no vote were reviewed. The timeline from the date the Board approved putting an Advisory Referendum on the April ballot all the way to the final Binding Referendum was reviewed. A list of possible informational sessions for dates and times was discussed. There was a handout of several questions that have been brought up regarding the PRAT referendum. Supervisors were asked to circle their top 5 most important questions from the list for a Frequently Asked Questions document. A review of what businesses would and would not be impacted by this tax. A list will be created to clarify this further.

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**SUGGESTIONS FOR FUTURE AGENDA TOPCS – none offered.**

**ADJOURN**

Motion by T. Wehrs/D. Weidenbach to adjourn at 8:00 PM passed on a unanimous voice vote with 22 ayes, 1 absent - R. Cornforth, 6 excused - L. Berg, S. Doyle, R. Ebert, D. Ferries, L. Pfaff, and T. Tryggestad.

**STATE OF WISCONSIN )**

**COUNTY OF LA CROSSE )**

**I, Ginny Dankmeyer , La Crosse County Clerk, in and for the County of La Crosse, Wisconsin, do hereby certify that the foregoing is a true and correct copy of the Journal of Proceedings of the La Crosse County Board of Supervisors at the La Crosse County Board of Supervisors Planning Meeting held Monday, February 13, 2017 and that it is the whole thereof. IN WITNESS THEREOF, I HAVE HEREUNTO SET MY HAND AND AFFIXED THE OFFICIAL SEAL THIS DAY 14 OF FEBRUARY 2017.**