

**LA CROSSE COUNTY BOARD OF SUPERVISORS PLANNING MEETING
PROCEEDINGS; MONDAY, MARCH 06, 2017**

The La Crosse County Board of Supervisors Planning Meeting was held on Monday, March 06, 2017 in the Administrative Center, Room B410. The Deputy County Clerk, Melissa Erdman, took attendance. 24 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:

District	Name	Attendance
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	Excused
10	Cable, Kim	Present
11	Scheller, Patrick	Present
12	Holtze, Dave	Present
13	Tryggestad, Tina	Present
14	Larson, Margaret	Excused
15	Kruse, Monica	Excused
16	Ferries, Dan	Present
17	Giese, Mike	Present
18	Berg, Laurence	Present
19	Cornforth, Rick	Present
20	Doyle, Steve	Excused
21	Burke, Vicki	Present
22	Barlow, Patrick	Present
23	Nikolay, Matt	Present
24	Pfaff, Leon	Present
25	Ebert, Ray	Present
26	Hesse, Dan	Present
27	Wehrs, Tina	Excused
28	Tyser, Kathie	Present
29	Johnson, Tara	Present

PLEDGE OF ALLEGIANCE

COMMUNICATIONS AND ANNOUNCEMENTS:

County Board Chair Report - Tara Johnson

- Supervisor Conference Reports
 - Supervisor Ebert announced the County Highway Department did a great job in helping with the water main break in West Salem. The Town of Hamilton wanted to thank the Sheriff's Department for the "no parking" signs.

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- Chair Johnson announced there would be a forum hosted by the Chamber on Monday, March 13th at the Waterfront. Please notify the Chair's Office if you are interested in attending.
- Chair Johnson announced there would be a Transportation Round Table with Rusty Cunningham and the WCA on Monday March 20th at 2pm at the Onalaska Omni Center.
- Chair Johnson announced Senator Shilling and Representative Doyle would hold a budget listening session at the West Salem Library on Tuesday, March 21st at noon.

Administrator Report - Steve O'Malley

PROCLAMATION MARCH 2017 - HUMAN SERVICES AND FAMILY COURT MONTH

WHEREAS, staff who work in the Human Services Department and Family Court of the county literally "touch" thousands of lives every day who are in need of temporary or longer term assistance to meet their basic needs or to adjust to transitions in their families; and, **WHEREAS**, citizens who rely on county human services and family court programs range in age from pre-birth to over 100 years of age; and, **WHEREAS**, county human services programs are designed to protect our most vulnerable populations which include children, adults and children with disabilities, the aging, and people dealing with mental illness; and, **WHEREAS**, to serve and help individuals in need, county human services professionals routinely enter homes and travel to other locations in the community, at times facing volatile situations and safety risks; and, **WHEREAS**, Family Court and Mediation and Family Court Services strive to maintain the dignity, safety and security of families going through difficult transitions; and, **WHEREAS**, the individuals and the entire community benefit from the investment in lives that human services and family court professionals make every day; and, **NOW THEREFORE BE IT RESOLVED**, that the La Crosse County Board does hereby proclaim the month of March 2017 as Human Services and Family Court Month and urges all citizens to join in recognizing the valuable contribution of Human Services and Family Court staff.

Motion by K. Cable/D. Holtze to approve. Discussion ensued. The motion to approve passed on a unanimous voice vote with 24 ayes, 5 excused - S. Doyle, J. Gundersen, M. Kruse, M. Larson and T. Wehrs.

- Finance Department Recognition by Government Finance Officers Association: Certification of Achievement for Excellence in Financial Reporting and Award for Outstanding Achievement in Popular Annual Financial Reporting.
 - Administrator O'Malley noted the Finance Department received their first Certificate of Achievement for Excellence in Financial Reporting in 2005 and have continued to receive this recognition for the past 11 years. Finance Director Sharon Davidson has done an amazing job for La Crosse County and always is willing to pass the light on to her staff. They are working with less people than they have in 2012 and doing more work.
- Fraud Prevention Presentation – this item was postponed.
- Update and Public Presentation on the Premier Resort Area Tax Referendum
 - Highway Commissioner Ron Chamberlain presented information on the PRAT Referendum. The discussion is how do voters want to pay for roads; share road expenses with visitors and county residents or rely on La Crosse County taxpayers to pay for roads? Only two states have a higher percentage of roads in poor or mediocre condition. La Crosse County currently borrows \$2.7 million annually. This is a costly approach, not sustainable or long term solution, and not enough to keep up with road needs.
 - The PRAT would generate an estimated \$6.6 million in new revenue annually. This would eliminate borrowing for roads, decrease property taxes, share road expenses with visitors and county residents, and create private sector jobs. Up to 25% of PRAT revenue would be shared with interested municipalities. The

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question on the ballot for April 4th would be: The County has identified \$87 million in unmet road needs. To pay for transportation infrastructure while eliminating borrowing for county road improvements, should La Crosse county seek authority to levy a 0.5 percent (one half cent on the dollar) sales tax on tourist related items sold, leased or rented through tourist related retailers, (approximately 50% of local retail sales)?

- County Logo and Tagline Discussion
 - Five County Board members and 14 staff members were invited to be on the committee. The committee met 15 times between March 22, 2016 and January 10, 2017. They identified the deliverables of branding – logo and tagline, strategic communications – infographic, and social media management. An RFP was developed and Vendi was chosen. A kick-off meeting was held with Vendi which followed with the logo/tagline process and eventual logo/tagline chosen. \$60,000 was budgeted for this process and ongoing collaboration with Vendi. Examples of the different County logos was viewed as well as examples of seals with logo.

SUGGESTIONS FOR FUTURE AGENDA TOPICS – none offered.

ADJOURN

Motion by P. Scheller/L. Pfaff to adjourn at 8:05 PM passed on a unanimous voice vote with 19 ayes, 5 excused - S. Doyle, J. Gundersen, M. Kruse, M. Larson, and T. Wehrs.

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, March 06, 2017 and that it is the whole thereof. IN WITNESS THEREOF, I HAVE HEREUNTO SET MY HAND AND AFFIXED THE OFFICIAL SEAL THIS DAY 16 OF MARCH 2017.