CALL TO ORDER
The meeting was called to order at 7:31 a.m.

PUBLIC COMMENT
There was no public comment.

APPROVAL OF AUGUST 6, 2015 ECONOMIC DEVELOPMENT FUND MINUTES
MOTION by Gasterland/Holtze to approve the La Crosse County Economic Development Fund meeting minutes of August 6, 2015. Motion carried unanimously; Balacek, Richards, Wehrs & Wettstein excused.

SYNERGY DISCUSSION UPDATE
Peter Hughes from Mayo Health has been working with Karl Green on the Synergy discussions between the La Crosse Area Chamber of Commerce, La Crosse Area Convention & Visitors Bureau, the La Crosse Area Development Corporation, Downtown Mainstreet, and 7 Rivers Alliance. Jerry Arndt of Gundersen Health System is also a part of this committee. They performed an analysis of each of these organizations’ strategic plans to look for common ground.

Findings:
- Each organization used a different set of Critical Success Factors to organize their goals
- The goals and objectives of all five organizations fit within four Critical Success Factor categories
- Super Category CSF – Grow Business and the Economy
  - Organizational Operations CFS – Operations, Staffing, Training, Member Services
  - Integrated Marketing CFS – Promotion, Events, Advertising
  - Finance CFS – Budgeting, Grants, Donations, Taxation
- Within CSF Categories, subcategories were identified; within subcategories, common goals were laid side by side in the database spreadsheet

Analysis of Organizations Strategic Plans
- Finding Common Ground
  - The vast majority of each organizations focus and attention is on growing area businesses and the regional economy, each having a specific niche
  - “Unity of Purpose”
  - The significant finding is the single organizing framework which covers all organizations
  - Four major CSF categories and related sub-categories
  - The opportunity to produce “Synergy” on behalf of the 7 Rivers Region
  - “Collective Impact”

Research was done on what other communities are doing. They learned that there is not really a cost savings that these organizations are seeing when starting to merge their services, but rather increased effectiveness of efforts, i.e. consistent marketing, better public relations, and better communications between staff within the organizations.
Observations/Opportunities
There appear to be opportunities to examine the three enabling CSF categories and develop
strategies among the five organizations to seek efficiencies and improve effectiveness.
Each of the organizations has their own niche but could work more uniformly together. There is
the possibility of forming a cooperative organization where some functions could be shared, i.e.
IT, HR, accounting, marketing, shared positions and shared programming.

REGIONAL TOURISM ENTITY UPDATE
Shawn McAlister, General Manager of the Onalaska Holiday Inn Express was present to give a
brief update of the regional tourism entity process. The purpose would be to create one regional
tourism organization to include the surrounding communities of La Crosse, Holmen, Onalaska,
West Salem and the Town of Campbell. They are looking at the governance and the structure of
what this would look like. One key focus would be to have one central location for a tourism
facility. A computer analysis indicated that a location north of I90 on Hwy 35 would be ideal for
this. Branded marketing was a major focus, and the group felt that the new organization should
have the word La Crosse in it. Their next steps are to begin putting ordinances together. They
would like to have a plan in place effective January 1, 2016. This will be put back on the
November or December agenda for an update.

Dave Clements: The final design has been set for the new Welcome Center on French Island.
This is set to open next year.

COULEE REGION TRANSPORTATION STUDY UPDATE
Francis Schelfhout, Urban/Regional Planner with the DOT, along with Steve Flottmeier, Supervisor
in the Programming Department with the DOT were present to discuss the Coulee Region
Transportation Study. They are both primary members of the Coulee Region Transportation Study
Team. They are using a new process called PEL – Planning & Environment Linkages Study. This is
a new process and they are only the second in the State to be using this.

Their goal is to improve the long-term movement of people and goods, safely and efficiently, in a
manner that accommodates economic development, incorporates community plans, and limits
adverse environmental impacts and social effects, in ways that support the regions natural beauty
and livability and contribute positively to the region’s quality of life.

They are holding public involvement meetings and working with stakeholders from the start.

Their five main objectives are
  1. Safety
  2. Infrastructure
  3. Improve Congestion and Travel Reliability
  4. Plan for future transportation needs
  5. Limit impacts to community’s resources

They are hoping to come up with recommended strategy packages and have a final report with
recommended strategies later this year or early next year (Dec/Jan). This agenda item will come
back to our November EDF meeting for an update.

REVOLVING LOAN FUNDS UPDATE
Members received copies of financial reports for the three funds, which Brian Fukuda reviewed
with the committee. Brian reported that we did close on the Pearl Street Brewery loan for the
first $75,000. We did not close on the Grand Bluff Running loan, as they were able to secure bank financing. Tyler Heinz was appreciative that we were willing to work with him if needed. Century Link is in the process of working with the State to try to get their loan forgiven. River Steel is late on their payment, but this is how they have typically operated in the past. Sometimes they will pay a few months ahead, and then some months they will fall behind. Skipperliner is current on their payments.

UPDATE ON COUNTY PROPERTIES

- **International Business Park II** – Still pursuing Golden Shovel Certification on the park at this time.
- **Administrative Center/Downtown Campus** – Bids have been received for the work on the County campus (including the renovation of the Associated Bank Building, addition to the Health & Human Services Building, and the build-out of shell space in the Law Enforcement Center). The Construction Committee and Executive Committee will review the bids on September 1st. Lot C construction continues, and they have received final approvals from the City.
- **Lakeview Health Care Center** – Garland Street extension nears final completion, pavement first lift is underway.
- **Meadow Park Estates** – We are marking some lots this week for people interested.
- **Lakeview Business Park** – Nothing new to report in the business park. The County Board has signed a letter of interest with regard to leasing some land on the County farm for the development of a solar array.

AGENCY UPDATES

- The LADCO Fall Economic Forum is October 8th at the Radisson Center. The topic is workforce development challenges and strategies.
- Greg Flogstad received another application for the Golden Shovel Program from the International Business Park II.
- There is a presentation regarding the workforce from the New Directions Program at WTC on September 15th from 11:30 – 1:00.
- September 24, 2015 is the 25th annual meeting and luncheon for Downtown Mainstreet.
- The next Economic Indicators breakfast is scheduled for October 1st from 7:00 – 9:00, which conflicts with the next EDF meeting.

FUTURE AGENDA ITEMS

- 2016 Budget
- Dashboard
- Update on two new TIF districts

NEXT MEETING: The October 1st EDF meeting has been rescheduled to October 15th at 7:30 a.m.

ADJOURN

There being no further business, MOTION by Gasterland/Lange to adjourn the meeting at 8:54 a.m. Motion carried unanimously; Balacek, Richards, Wehrs & Wettstein excused.

APPROVED October 15, 2015 - Terri Pavlic, Recorder