



Historic Downtown La Crosse Update

January 07

www.historicdowntownlacrosse.com



“Downtown La Crosse is experiencing a renaissance that’s a model for other cities.”

--Governor James Doyle

Greetings from Bud...

Happy New Year! I hope that 2007 will be more successful to your business and company than 2006 was, and that economic redevelopment and revitalization will continue in our historic downtown. Our downtown continues to be a model for other communities. This week, the community of Port Washington sought input to their plan to duplicate our streetscaping beautification of our downtown and riverfront. Our City Vision Master Plan continues to influence other communities.

A great deal of exciting work is on the horizon. Development projects, building restorations, business expansions, corporate expansions, redeveloping remaining “brown-field” sites that will add tax base, employment opportunities, re-investment, and unique residential housing is the centerpoint of rebuilding our city.

Delta Queen Company riverboat visits will return to our port-of-call, *14 visits in all*. The Delta Queen—as well as the Mississippi Queen and American Queen, which we missed seeing in 2006—will add tremendous excitement, beauty, and business to our riverfront and downtown. Plan ways of attracting the passengers and crews. They bring in travelers from all over the U.S. and the world. Create your own special storefront message welcoming them into your business.

Congratulations go out to the following DMI corporate sponsors and members: La Crosse Tribune Person of the Year Don Weber, CEO of Logistics Health, Inc., and the other finalists, Paul Borsheim, President of Northside Development of La Crosse LLC (Three Rivers Plaza), and Todd Ondell of Grounded Specialty Coffee.

Special appreciation goes out to members of the “Operation River Watch” from UW-L, Viterbo, and WTC. What a tremendous and positive thing these individuals are doing to make historic downtown La Crosse and riverfront a “special” place in our region.

We also give a special thank you and recognition to all of our soldiers so rightly recognized by the Tribune for all they do for all of us.

It’s a good time to begin planning your spring cleaning! Please look at your role in helping to maintain the sidewalks, windows, curbs, gutters, planters at your businesses. Check the street lights and make sure all the globes are lit. If not, contact the DMI office so we can report the outages. Report any damaged lights, trash receptacles, bollards, tree guards, etc. Develop a weekly maintenance program to clean off the sidewalks of gum, debris, litter, and stains. Once done, it becomes easier to maintain on a weekly basis. Report cleanliness violations in the parking ramps, alleys, and neighboring properties to DMI. Everyone has the responsibility to help maintain the atmosphere created in our downtown that has attracted investment, businesses, and new corporations into the area. Our employment base and residential base is at the highest levels in our city’s history. Everyone needs to do their part to maintain the beauty of our downtown...it is our civic duty and responsibility.

Plan for low cost beautification projects that could include hanging floral baskets or planters. In 2006 many small businesses put out planters and hanging baskets that added to the beauty of our downtown. Have pride in how we exhibit our downtown and riverfront to visitors, tourists, employees, and residents who are our daily guests and future customers. It’s never too early to plan!

Since our November, 2006, newsletter, the following businesses have shown their support, and DMI gratefully acknowledges:

Renewing Visionary Sponsors:

Don & Roxanne Weber

NEW General Members:

Lillian’s (see their employee discount on next page)

Peaberry’s

Physicians Weight Loss Centers

DMI Promotions Committee has new president

Christy Ihrke, Marketing Administrator, State Bank Financial, has stepped up to lead the DMI Promotions Committee as its new president.

The Promotions Committee wishes to thank Donna Cullmann, president in 2005-2006, and Sharyn Jordan and Deb Carlson, long-term steering committee members who are also stepping down. Their generous contributions of time and leadership are sincerely appreciated.

The 2007 steering committee is comprised of:

- Diane Deml, La Crosse Tribune, 791-3442
- Christy Ihrke, State Bank Financial, 791-4533
- Marilyn Martell, Community Credit Union, 779-2400
- Kim Pretasky, Touch of Class, 784-2640
- Kevin Timmerman, La Crosse Church Supplies, 784-0669
- Margie Wanek, Stamp 'n Hand, 784-1234

Steering committee meets the second Thursday of the month, at 8:00 a.m. Any DMI member may attend the steering committee meetings. Please contact Christy Ihrke if you have a topic for the agenda. Meeting locations vary, so please contact the DMI office, 784-0440, or one of the above committee members to check on the meeting place.

The steering committee is responsible for guiding the promotions committee as a whole, selecting projects, and determining the budget. Any DMI member or member employee who has attended regular promotions committee meetings and participated on at least one of its subcommittees (e.g. Historic Days, brochure, fundraisers, advertising, holiday shopping events) for at least a year is eligible to be on the steering committee.

The DMI Promotions Committee meets the third Thursday of the month at the Chamber of Commerce boardroom, 712 Main St., from 8:00-9:00 a.m. The January meeting is thus on Thursday, January 18, at 8:00 a.m. Exceptions to this rule are the July meeting, which is held the *fourth* Thursday due to a conflict with Krazy Daze, and December, when there is no meeting. Any member or member employee is *invited and encouraged* to participate and show a cohesive effort in promoting the downtown. Please come and share your ideas!

NEW MEMBER – NEW DISCOUNT

Since the 2007 employee discount flyer was distributed, **Lillian's**, one of DMI's newest downtown members, has also joined the employee discount program. Members may take 20% off with their 2007 discount card or approved employee ID (see below). Lillian's is open the first full weekend of each month, Friday-Sunday, and is located in Powell Place, facing 2nd Street.

A revised discount flyer is attached, which may be copied as many times as necessary.

Do you have your 2007 discount cards and flyers?

The 2007 discount cards, and the flyers with the discount offers, have now been distributed to all the businesses that requested them. If you have not received yours, please call the DMI office at 784-0440. They are available for your employees throughout the year. Employers with 500 or more employees may request to use a company ID instead of the discount card.

If a downtown business would like to offer a discount to other DMI members, they may join the program at any time. Your discount offer will be announced in one or both of our member publications. The program is renewed in the fall so cards and offers can be distributed to our members in time for the New Year.

Visitor cards (formerly convention/conference cards) are now printed and being distributed via the DMI office, the La Crosse Area Visitors Bureau, and the downtown hotels to out-of-town visitors.



Noteworthy Dates:

Thursday, January 18, DMI Promotions Committee meeting, 8:00 a.m., 712 Main.
Wednesday, January 24, Business Over Breakfast, 7:30-8:45 a.m., 712 Main. This month's topic is "Advanced Cost Savings Techniques." Call 784-4807 to reserve. See the attached flyer for more information.