



Historic Downtown La Crosse Update

September 06
edited by Margaret Norden



**“Downtown La Crosse is experiencing a renaissance that’s a model for other cities.”
--Governor James Doyle**

Greetings from Bud...

Congratulations and a big thank you to all of the following Downtown Mainstreet, Inc. members who have been featured in regional news magazines:

- Logistics Health, Inc. – CEO Don Weber and President, former Gov. Tommy Thompson. They have appeared in “The Business News,” “River Valley Business Report” and “La Crosse Tribune.” It’s a terrific article highlighting the history and growth of LHI in our downtown... what a success story that will benefit our downtown and city for years to come.
- Vision of Light Stained Glass - Penny Fassler and Felicia Pecinovsky. Their story appears in “The Business News” and highlights their commitment to historic downtown La Crosse and the successes they have achieved.
- Anne Steuer, Gertrude Salzer Gordon Children’s Museum of La Crosse Executive Director, appears in the “River Valley Business Report.” Anne has done such a wonderful job in encouraging the Children’s Museum to be located in our downtown, bringing thousands of children, parents, grandparents, and schools into our downtown.
- Associated Bank V.P. and DMI board member David Ring, who appears in the “River Valley Business Report.” What a wonderful article about an individual who gives of himself to our entire community and especially to our downtown. His gifts of time, efforts, and talents are outstanding.
- Grounded Specialty Coffee owners, Deb and Todd Ondell, who appear in the “River Valley Business Report.” It’s a great story about their development of this beautiful ‘gathering spot’ for the community. Their leadership and involvement in the downtown and the entire community is amazing as they operate their successful coffee shop business.
- Phil Addis Law Firm – Phil Addis and Julie appear in the “River Valley Business Report.” They both have been so involved in redeveloping a number of our historic downtown buildings and have been very successful at this business.

Now they are rejuvenating the old Rowley’s building into new uses.

Downtown Mainstreet, Inc. congratulations also go out to DMI corporate sponsors:

- Dr. Rob Nesse, staff, and personnel at Franciscan Skemp Mayo Health System on the opening of the newest medical service complex in Onalaska;
- Everyone at Hawkins, Ash, Baptie & Company, LLP, on their 50th Anniversary;
- Dan Brady, DMI board member, who has been named regional president for U.S. Bank in Southern Minnesota and La Crosse. He now leads 13 U.S. Bank branches in these areas. Congrats, Dan!

As our city has been celebrating our 150th birthday all year, an important thank you and recognition go out to all of those volunteers who make this a special community event. Special recognition must go out to DMI members who are building “Bridges from the Past to the Future”: Todd Ondell (Grounded Specialty Coffee) and Carl Miller (La Crosse County Historical Society), the co-chairs of the Sesquicentennial Committee, as well as special thank you’s to: Margie Wanek (Stamp ‘n Hand) who is leading the Historic Downtown Days celebration on October 14 & 15; Diane Bosshard (Citizens State Bank) and Dave Clements (LACVB) for helping to create important financial sponsor partnerships; Mayor Mark Johnsrud and City of La Crosse personnel for partnering in this celebration; and finally, to all of those who have volunteered their time/efforts, and to the sponsors who are providing financial support and services to make our Sesquicentennial memorable for years to come.

Since our August newsletter, the following businesses have renewed their support, and DMI gratefully acknowledges:

Renewing **General Members:**

- First La Crosse Properties
- Grounded Specialty Coffee

The Sesquicentennial Calendar

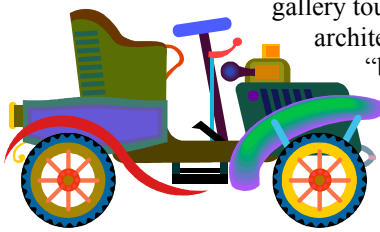
September 16, costumed historic re-enactors conduct guided cemetery tours at Oak Grove Cemetery on La Crosse Street. Sponsored by the La Crosse County Historical Society.

For information on all Sesquicentennial events, go to www.lax150.com.



OCTOBER 14-15, THE 11th ANNUAL HISTORIC DOWNTOWN LA CROSSE DAYS. Bring your family, bring your friends, bring your camera, and join in the fun! A schedule of events and locations can be found on www.historicdowntownlacrosse.com, the DMI web site. Flyers will also be available at businesses throughout the downtown, or by calling 784-0440.

Highlights include the dedication of “A Simpler Time” sculpture in Riverside Park, dedication of the Sesquicentennial time capsule in Spence Park, re-dedication of the Rodolf Building (formerly Rowley’s) at the corner of 3rd and Main, with performances by local high school bands at these sites; performance by the 1st Brigade Band in Cameron Park, and at a Gala Costume Ball at the La Crosse Center on Saturday evening (admission charged to Gala; reservations only); bed and breakfast open house,



gallery tours, architectural tour, “bawdy house” and other historic character re-enactors; craft demonstrations and Tempt Your Taste Buds at downtown businesses; street musicians and dancers; high wheeler bike rider; D.A.R.E. Chili Cook-off; *free* trolley and carriage rides.

While you’re downtown celebrating 150 years of La Crosse history *where it all began*, be sure to patronize our DMI member businesses.

The Historic Downtown La Crosse Days committee thanks all those who have made this family event, now in its 11th year, more successful than ever. The 2006 committee members are: Margie Wanek (chair), Jim Bloedorn, Deb Carlson, Pat Chilsen, Donna Cullman, Michelle Hoch, Jan Howes, Christy Ihrke, George Italiano, Scott Koenen, Scott Manthe, Marilyn Martell, Carl Miller, Margaret Norden, Kevin Timmerman.

Noteworthy Dates:

Wed., September 20, Mississippi Queen shore stop, Riverside Park, 1:00-5:00 p.m.

Thurs., September 21, DMI Promotions Committee, 8:00 a.m., Chamber of Commerce board room, 712 Main.

Wed., September 27, Business Over Breakfast, 7:30 a.m., Chamber of Commerce board room, 712 Main. This month’s topic is “Identity Theft.” See attached flyer for details.

Fri., September 29-Sat. October 7, Oktoberfest.

Sat.-Sun., October 14-15, the 11th Annual Historic Downtown La Crosse Days celebration.

DMI member programs to be renewed for 2007

It is nearly the time of year when we ask our member businesses to sign up for the DMI discount programs. You will receive a mailing in the next few weeks. Please respond promptly—we want to have all of the discount offers in place, and have every one of the approximately 16,000 member employees that were in the program this year with card in hand by January 1. Your membership must be current to participate in these programs.

If you are a cardholder, you can take advantage of the 2006 discounts when doing your holiday shopping this year. If you are a member business or corporation that has not yet signed up your employees for this program, remember that it is a FREE benefit of membership with DMI that you are able to offer all your employees.

Bring your ideas to the table

The steering committee of the DMI Promotions Committee is looking for members who would like to join them in guiding the promotions committee’s plans and projects, and deciding the annual budget. Your ideas and input are welcome and important in keeping downtown promotions moving in a positive direction. If you are a current DMI member who would like to get involved, or would like to learn more about it, please call the DMI office at 784-0440.

The current members are: Donna Cullman, chair; Deb Carlson, Holiday Inn Hotel & Suites; Christy Ihrke, State Bank Financial; Sharyn Jordan, VC Salon & Day Spa; Kim Pretasky, Touch of Class; Kevin Timmerman, Lutheran Bookstore; and Margie Wanek, Stamp ‘n Hand.