

## MEETING MINUTES

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MEETING START TIME: 7:30 a.m.  
MEETING END TIME: 9:00 a.m.

PRESENT: Martha Tymeson, Fran Formanek, Amy Hendrickson, Steve Carlyon, Katie Bakke, Kerstin Boudreau, Adam Weissenberger, Dr. Carl Miller, Chris Jones, Kari Kensinger, Mike Swinghamer, Mary Powell

### NOTES:

The meeting was called to order at 7:30AM.

Meeting minutes of the December 20<sup>th</sup> meeting were approved.

### EQUIPMENT COMMITTEE

- Continuing to fine-tune the equipment. Progressing nicely.
- No final decision yet.
- Attached are pictures of some possible selections.

### FUNDRAISING COMMITTEE

- Have started to set up individual meetings.
- Altra PR event to be held on Friday, January 19<sup>th</sup> at 10:30. All media have been contacted.
- Spaghetti Supper was very successful. Sold 202 Adult plates, 35 children's plates. With 50/50 raffle, probably made over \$1500.
- Per Kerstin, have also received on-line donations from Trane employees nationwide.
- Festival turned down our application. We should try again in 2018.
- Gundersen is meeting the first week of February to discuss our application.
- Dairyland gave \$20,000
- Adam said Beer by Bike Brigade wants to do something on the park grounds. We should follow up on this.
- Carl handed out a sign-up sheet for committee members to list who they will contact. Mary will update the mailing list and send an email to everyone to confirm their selections.
- Steve C. reported that the La Crosse Fitness Festival generates money for various organizations. He will press the committee to put all of this year's money to Trane Park. Event occurs first week in May and is marketed all over the US. We would need to provide approximately 200 volunteers. Steve will follow up and report back to this committee next month.
- Adam reported that Henderson Racing has volunteered to do a golf outing for LAF. The money raised would be split with LAF and the park project. The group agreed we should follow up on this. Adam will report back at our next meeting.

### FINANCE COMMITTEE

- The accountant will provide a quarterly report next month.

### GRANT WRITING COMMITTEE

- Steve reported that the National Park & Rec Association provides \$25,000 grants.
- Martha & Adam reported that 98% of grant funding is for community based programming. Grants do not fund capital expenditures. We need to develop a plan on how to involve the various community organizations so that they can use the park as a resource to address their clients programming needs.
- Steve will join the Grant Writing Committee

**Motion** by Steve, seconded by Adam to create agreements between the City of La Crosse and the various user groups for programming, so they know there is an official agreement, that this park is an asset for those organizations. Passed unanimously.

- Steve will start on the agreements. We also need to identify who the users are.

#### MARKETING

- There has been a lot of activity on Facebook and the web-site.
- There is a news event on Friday at Altra
- We are discontinuing the T-Shirt give away due to logistics and cost.
- We can have an ad inserted in the Rotary newsletter for \$10 a week.

**Motion** by Adam, seconded by Chris to put an ad in the Rotary Newsletter for a period of time - at least until we make the presentation at the Downtown Rotary meeting in February. Passed unanimously.

- Kerstin distributed a one-page fact sheet to be used at presentations (copy attached)
- Also distributed was a Digital Media report (copy attached).
- There was some discussion about how to use the T-shirts. It was recommended that we make them available for give-away at events or presentations, or use them as a thank you gift. This was tabled until next month.
- There was discussion about updating Facebook to show how we are progressing with the fundraising, and show different levels of donations.
- Kerstin is planning an e-mail newsletter for the future.

#### 15<sup>th</sup> STREET CLOSURE

- This is a follow-up to discussion we had last month. Fran suggested sending a letter to the City Committee, letting them know of our concerns regarding the street closings around the park.

**Motion** by Steve, seconded by Adam to authorize the Fran to draft and mail a letter to the City South Avenue Committee asking them not to close 15<sup>th</sup> Street between Horton St and South Avenue. Passed unanimously.

#### ROTARY LIGHTS

- Discussion regarding participation in Rotary Lights next year. The committee agrees it is good exposure.

**Motion** by Steve, seconded by Chris to be involved in Rotary Lights next year. Passed unanimously.

#### MISCELLANEOUS

- Amy mentioned that Jessie Van Ryzin, Inclusion Specialist at the Y, wants to be involved with the Trane Park project. The group was in favor of including Jessie. Amy will ask Jessie what areas she would like to assist with.
- Katie asked that there be more structure concerning the meetings. It would be helpful if agendas were set a few days in advance of the meetings, etc.
- Fran mentioned that he will try to get Paul Medinger involved. It would be good to have a council member on board.

#### TIME-LINE

- We need to think about when our mid-point will be when we look at where we are at.
- In 6 months we should have nailed down who our big donors are and where we are at with donations.
- Per Steve, at the end of 2018, we will have \$3million city funding. That shows a gap of \$3million.

Next meeting is February 21<sup>st</sup> @7:30am

Meeting adjourned at 9:00 am.

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Meeting notes by: Mary Powell