

## MEETING MINUTES

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

PRESENT: Fran Formanek, Dr. Carl Miller, Katie Bakke, Mary Powell, Kerstin Boudreau, Martha Tymeson, Steve Carlyon, Mike Swinghamer

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

## OLD BUSINESS

**Approval of Meeting Minutes:** Last month's minutes were approved unanimously.

**Respite Pods:** Mike provided renderings of the Respite Pods (see attached). The goal is build a pod and set it up someplace in the community to get input from the public. Fran volunteered to get it built. Mike should provide Fran with the dimensions & specs.

**Movie Advertising:** Kerstin reported that a 30 second video will be shown in eleven theaters for six months (July through December). Cost is approximately \$400/month and will reach an estimated 126,000 people.

**North American Squirrel Association:** Fran is waiting to hear back from them.

**Guest Speaker:** Fran has not reached out to anyone yet.

**Equipment Subcommittee Presentation:** This will be added to the August 15<sup>th</sup> agenda. The intention of this presentation is to bring all board members up to date on equipment selection and park changes.

## **Donor Contacts:**

- Mike provided his update via email to Fran.
  - Martha stated that she deferred contact with Benson to Adam.
  - Steve will complete & Martha will review a form that needs to be submitted to the Dahl Foundation. The form needs to be submitted in October for final decision in November.
  - Steve will also be meeting with Paul H sometime in the next month or two.
  - Kerstin has not contacted her donors.
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- Chris provided her update via email.
  - Fran gave an update on Glendening. He will also contact the Jack Edwards foundation.
  - Adam still needs to provide an update.

## COMMITTEE REPORTS

**Equipment Committee:** Mike provided prints of the Adult Fitness area (see attached). Martha reported that they met with 13 community members last month and received some great feedback that was incorporated into the design.

**Financial Report:** Steve reported that it is very important to attend the city's initial CIP Budget meeting on Monday, July 23<sup>rd</sup> at 4:00 pm. A list of all meeting dates was sent to all board members via email. The initial meetings are when the majority of budget cuts will happen. It is VERY IMPORTANT that committee members and parents attend these meetings to express support for the project. There is always a possibility that the funds could be diverted to other areas, so we need to make our voices heard.

May and June LAF financial reports are attached.

The Donor spreadsheet on GoogleDocs is being updated on a regular basis. Steve suggested that the value of in-kind donations be added to the sheet. Martha will update. Mike should provide values.

#### **Fundraising Committee:**

- Carl reported that he continues to make contact with potential donors.
- Golf Scramble
  - Reservations have started to come in.
  - Golfers can pay by sending a check to the address on the brochure, or they can pay the day of the tournament.
  - Working on finalizing the tournament – i.e. gifts for sponsorships, cash boxes, etc.
  - Fran challenged all board members to come up with a team of golfers, or to sponsor a hole.
- CAPX2020 Funds:
  - Fran talked to the Shelby Town Board about making a donation to be matched by CAPX2020 funds. He will try to contact other municipalities in the area.
  - Steve recommended that we work with the County to change the restrictions on the funds. Steve will contact Jason Witt about meeting with Tara Johnson and Steve O'Malley and drafting a resolution to authorize use of the remaining CAPX2020 Funds for the Trane Park Project with a match from the City of La Crosse.
- Board members are still in contact with Gundersen & Mayo Health Systems
- Kwik Trip / Festival / Dave Skogen are also still on the short list of potential donors.

#### **Marketing:**

- Kerstin reported that the website traffic is up 40% this month. 60% of new users came from Facebook.
- Facebook just reached 1,000,000 people.
- The golf sign-up form is on the website.
- Metre created a pull-up banner that can be taken to presentations, City events, etc.

#### **Grants:**

- Martha reported that a grant application for \$10,000 has been submitted to ALM for the purpose of building a respite pod.
- Bremer Bank – we need to determine if we can re-file the grant application, or if we need to wait a year.
- Associated Bank – we have a better chance of getting the grant if we know an Associated Bank employee who will champion our cause. Martha will talk to Adam to see if they can find a connection.

#### **NEW BUSINESS:**

**Bids for Parking Lot & Building:** River Architects needs to have the drawings completed and submitted to the City by Friday, July 20<sup>th</sup> for the Pre-Construction Review meeting to be held on Friday, July 27<sup>th</sup>. This is a very tight schedule if we want construction to be completed prior to winter. If there are any hiccups in the process, construction could be delayed until spring. Steve will help to push the approvals through the process.

**Terminology for Interviews / Presentations:** Steve asked that we have a streamlined list of talking points (two or three) for him and other to use during interviews. During a recent interview, it was difficult to stay on track due to the various terminology the media and others were using. Katie and Kerstin will work on this and provide a new list. Steve also asked that Kerstin, Martha and Katie listen to the interview and let him know what he hit or missed.

**Naming of the Park:** Fran suggested that we start thinking about names for the park. Steve stated that any name changes would require legal work and ordinance changes.

**La Crosse Club:** Steve requested that someone connect with the La Crosse Club. Carl will contact John Wettstein about setting up a meeting.

**Public Meeting Requirements:** As part of the Public Meeting requirements, Steve asked that a link to our minutes be placed on the website. Metre will work on this.

Next meeting is August 15<sup>th</sup> @ 7:30am at River Architects.

Meeting adjourned at 9:00 am.

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Meeting notes by: Mary Powell