

ADMINISTRATIVE COMMITTEE

- H. Approval of Outdoor Venue License for MAB Restaurants, LLC d/b/a David Reay's Modern Diner & Tavern, 214 Main Street, Onalaska for the 2017-2018 licensing year
- I. Approval of Operator's Licenses as listed on report dated January 3, 2018
- J. Approval of Class B Liquor License for MAB Restaurants, LLC d/b/a David Reay's Modern Diner & Tavern, 214 Main Street, Onalaska for 2017-2018 licensing year
- K. Approval of **Resolution 2 -2018** to approve Special Events Fee Schedule for 2018

BOARD OF PUBLIC WORKS

- L. Approval of 2018 street light painting project by Davies Water in the amount of \$26,950
- M. Accept and place on file 2017 Sanitary Survey of the Onalaska Waterworks by the Wisconsin Department of Natural Resources
- N. Approval of professional engineering services for the design of 6th Street and Quincy Street Lift Station Project by Strand Associates at a cost of \$59,900
- O. Approval of Irvin Street parking lot project costs and reimbursements to SkogenHeim, LLC in the amount of \$204,160
- P. Approval of Miscellaneous Engineering Services with Strand Associates, Inc. for 2018 at a cost of \$5,000

PLAN COMMISSION

- Q. Approval of an amendment to the Unified Development Code (UDC) regarding the Sign Ordinance Sections 13-6-18 to 13-6-31

UTILITIES COMMITTEE/MASS TRANSIT

- R. Accept Shared Ride Transit Financials

Non-Consent Agenda

6. RECAP ITEMS PULLED FROM THE CONSENT AGENDA

7. FINANCE COMMITTEE

- A. Vouchers
- B. Review and consideration of findings regarding the agreed upon procedure report from Hawkins Ash CPA's for the City's portion of the Joint Municipal Court

8. PERSONNEL COMMITTEE

- A. Review and consideration of new policy 4.13 Unmanned Aerial Devices Policy

9. JUDICIARY COMMITTEE

- A. **Ordinance 1603-2018** to amend Part 5 of Chapter 3 of Title 13, of the Code of Ordinances of the City of Onalaska relating to Special Districts (First and Second Reading)

10. ADMINISTRATIVE COMMITTEE

- A. Review and consideration of updating the listed fee for bicycle licenses from \$2 to \$0

11. BOARD OF PUBLIC WORKS

- A. **Resolution 1-2018** – Final Resolution regarding assessments for curb & gutter installation in the Holiday Heights area along Hoffman Place, East Young Drive, West Young Drive and Medary Lane
- B. Review and consideration of professional engineering services for speed and vehicle use study along East Main Street by Short Elliot Hendrickson in the amount of \$3,900

12. GREAT RIVER LANDING COMMITTEE

- A. Consideration of the installation of Public Art at the Great River Landing

13. REPORT FROM ALDERPERSON BERTRAND

- A. Announcement of Non-Candidacy

14. REPORT FROM ALDERPERSON BINASH

- A. Update on La Crosse County Convention and Visitors Bureau's (LCCVB) plans for the City of Onalaska

15. **CLOSED SESSION:**

To consider a motion to convene in Closed Session under Section 19.85(1)(e) of the Wisconsin Statutes for the purpose of deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session::

- Consideration, development and approval of negotiating strategy regarding Town of Medary Fire Contract

If any action is required in Open Session, as the result of the Closed Session, the Common Council will reconvene in Open Session to take the necessary action and/or continue on with the printed agenda.

Adjournment

Debra L. Carlson
2226 Germann Ct.
Onalaska, WI. 54650

Phone: 608-783-7516 * Cell: 608-386-1400 * Email: dcarlson210@yahoo.com

Retail management, corporate sales, customer service and community involvement have enabled me to continue to grow and round my professional career. Interpersonal and analytical skills, and integration and motivation of a team, are personal strengths I have developed from the following experiences.

La Crosse Media Group – Sales & Marketing **2007 - Current**

Develop new and maximize existing clientele to ensure they realize a return on their investment through radio and digital advertising. Determine new client needs and growth potential through consistent advertising schedules, promotions and events that deliver increased business to the client and revenue to the La Crosse Media Group.

Pearl Street Enterprise - Sales & Marketing Manager **2004 - 2007**

Increase market share and maximize corporate, leisure and convention business for the Holiday Inn Hotel & Suites, La Crosse. Negotiate corporate rates and develop new business in three additional limited service hotels in La Crosse, Beloit and Wausau. (New Ownership)

Great Lakes Companies - Regional Sales Manager **2000 - 2004**

Develop and maintain corporate accounts for hotels in La Crosse, Appleton and the Wisconsin Dells. Gained market share, set contracts and established our properties as preferred hotels. Participated in local organizations including the La Crosse Area Convention and Visitors Bureau, to establish properties as leading hotels in respective areas for business, leisure and convention opportunities.

Kohls - Assistant Store Manager - Personnel & Operations **1993 - 2000**

Facilitated the hiring and training of 250 employees for the new store opening. Responsible for all sales support staff: point of sale, customer service, maintenance, and dock & receiving. Responsible for all budget allocation to area managers and controllable expenses as well as all facility maintenance and operations. Managed and facilitated communication of benefits, health care, compensation, retirement and store policies to all employees.

Dayton Hudson Corporation - Assistant Store Manager, La Crosse, WI. **1989 - 1992**

Promotion to La Crosse to take Dayton's to the next level in merchandise assortment, customer service, and roll-out the Performance Plus Program. Areas of responsibility included two thirds of the total store sales and eight of the eleven sales managers.

Dayton Hudson Corporation - Fargo, ND.

1974 - 1989

Held various management positions with responsibilities to include: hire and train staff, mentor the management training program, maximize sales, maintain selling cost, and communicate with the procurement teams to maximize sales potential and minimize unproductive assortments.

Education: Moorhead State University – Moorhead, MN.
B.S. Management Science 1975

Granite Falls High School - Granite Falls, MN. 1971

Additional Training:

Attended various leadership and management seminars throughout my career. Training focused on developing leadership skills that enabled me to adapt to personalities and maximize individual potential. Coaching and development, and time management workshops were frequently attended.

Additional Organizations and Involvement:

<u><i>La Crosse County Convention & Visitors Bureau.</i></u>	2014 – Current. President 2016
<u><i>Synergy.</i></u> La Crosse Area Collaboration Initiative	2016 - Current
<u><i>Women's Alliance of La Crosse.</i></u>	2014 – Current. President – 2015
<u><i>UWL L-Club.</i></u>	2013 – Current. Secretary
<u><i>La Crosse Area Convention & Visitors Bureau.</i></u>	2006 - 2007
<u><i>Dale Carnegie Sales.</i></u> Graduate 2007. Course coach	2008, 2012
<u><i>Downtown Mainstreet Inc.</i></u>	2007 - Current
<u><i>Wisconsin Association of Holiday Inns.</i></u>	2000 – 2007. President 2007, Marketing Director
<u><i>First Lutheran Church Personnel</i></u>	2008 – Current. Chair

ORDINANCE NO. 1602-2018

AN ORDINANCE TO AMEND TITLE 6 CHAPTER 2 SECTION 11 THROUGH 14 OF THE CODE OF ORDINANCES OF THE CITY OF ONALASKA RELATING TO POOLS, HOME OCCUPATIONS, GARAGE SALES AND OUTDOOR DISPLAYS, TENTS AND STORAGE

THE COMMON COUNCIL OF THE CITY OF ONALASKA DOES HEREBY ORDAIN AS FOLLOWS:

SECTION I. Sections 11 through 14 of Chapter 2 of Title 6 is hereby deleted in its entirety and replaced as follows:

Sec. 13-6-11 Residential Swimming Pools.

- (a) **Definition.** A swimming pool is an outdoor accessory structure containing a body of water in a receptacle or other container having a depth for water at any point greater than one and one-half (1-1/2) feet located above or below the surface of ground elevation, used or intended to be used solely by the owner, operator or lessee thereof and their family, and by friends invited to use it, and includes all structural facilities, appliances and appurtenances, equipment and other items used and intended to be used for the operation and maintenance of a swimming pool. Swimming pools with a greater than fifteen (15) foot diameter are considered detached accessory structures and are subject to the requirements listed in Section 13-6-7 and setbacks listed in Section 13-6-11(e) below.
- (b) **Exempt Pools.** Storable children's swimming or wading pools, with a maximum diameter of fifteen (15) feet, a maximum wall height of fifteen (15) inches, and which are so constructed that it may be readily disassembled for storage and reassembled to its original integrity shall follow the setbacks listed in Section 13-6-11(e) and do not require a building permit.
- (c) **Permit Required.** Before work is commenced on the construction or erection of a swimming pool or on any alterations, additions, remodeling or other improvements; an application for a swimming pool building permit, electrical permit, and/or a gas piping permit to construct, erect, alter, remodel or add must be submitted in writing to the Department of Inspection. Plans and specifications and pertinent explanatory data shall be submitted to the Department of Inspection at the time of application and no work shall commence until a permit has been issued by the Department of Inspection. The permit fee pursuant to the City Fee Schedule shall accompany such application.
- (d) **Construction Requirements.** In addition to such other requirements as may be reasonably imposed by the Department of Inspection, the Department of Inspection shall not issue a permit for construction as provided for in Subsection (c) above, unless the following construction requirements are observed:
 - (1) All materials and methods of construction in the construction, alteration, addition, remodeling or other improvements and pool installation shall be in accordance with all state regulations and code and with any and all Ordinances of the City now in effect or hereafter enacted.
 - (2) All plumbing work shall be in accordance with all applicable Ordinances of the City and all state codes. Every swimming pool shall be provided with a suitable draining method and, in no case, shall waters from any pool be drained into the sanitary sewer system, onto lands of other property owners adjacent to that on which the pool is located on in the general vicinity.
 - (3) All electrical installations, including lighting and heating but not limited thereto, which are provided for, installed and used in conjunction with a swimming pool shall

be in conformance with the state laws and City Ordinances regulating electrical installations.

- (4) All pumps, filters, disinfectant and chemical feeders, drains, ladders, lighting, ropes and appurtenant equipment used in the operation of all swimming pools, spas, diving towers and water slides shall be maintained in a good state of repair.
- (5) Areas surrounding a swimming pool, including decks and fencing, bathhouses, dressing rooms, toilets, shower stalls and lounging areas shall be kept clean and in a state of good repair at all times. The walls, floors, equipment of appurtenant facilities at a spa or swimming pool must be maintained in a clean and sanitary condition at all times.

(e) **Setbacks and Other Requirements.**

- (1) Swimming pools are allowed only in rear yards of parcels with existing principal structures or where a principal structure is under construction with a valid Building Permit issued by the Department of Inspection.
- (2) No swimming pool shall be located, constructed or maintained closer to any side or rear parcel line or any other structure than six (6) feet and shall follow other setback requirements as detailed in Section 13-6-7 (c) (2).

(f) **Fence.**

- (1) **Proper Enclosure Required.** Every swimming pool which extends wholly above the ground or partially above the ground shall, at all times, be enclosed so as to prevent people and animals from accidentally falling into such pool.
- (2) **Pool Wall May Serve as Barrier.** An approved barrier shall consist of a solid wall of durable material of which the pool itself is constructed and shall extend directly above the vertical water-enclosing wall of the pool a minimum of four (4) feet above the level of the ground immediately adjacent to the pool. Every entrance to a pool, such as a ladder, must be secured or adequately safeguarded to prevent unauthorized entry into the pool. Inflatable pools less than forty-eight (48) inches in height that have a water depth of fifteen (15) inches with soft sides do not qualify for the pool wall serving as a barrier.
- (3) **Fence or Other Wall May Serve As Barrier.** An approved barrier shall consist of a properly erected and maintained wall or fence at least forty-eight (48) inches in height, which entirely surrounds the pool. Every such fence shall be constructed in accordance with the requirements of Section 13-6-10. Every such wall or fence shall be located not less than six (6) feet from the vertical, water-enclosing wall of the pool. All gates in such walls or fences shall be self-enclosing and self-latching, and shall be at least forty-eight (48) inches in height with latches placed at least forty-eight (48) inches above the ground level, or such gate latch shall be made inaccessible to small children in some other manner approved by the Department of Inspection.

(g) **Compliance.** All swimming pools existing at the time of passage of this Code of Ordinances not satisfactorily fenced shall comply with the fencing requirements of this Section when water is placed in the swimming pool.

(h) **Draining and Approval Thereof.** No swimming pool shall be constructed so as to allow water therefrom to drain into any sanitary sewer or septic tank nor to overflow upon or cause damage to any adjoining property. Provisions may be made for draining the contents of any swimming pool into a storm sewer, but such installation shall be subject to prior approval by the Plumbing Inspector.

- (i) **Filter System Required.** All swimming pools shall contain some filtration system to assure proper circulation of the water therein and maintenance of the proper bacterial quality thereof.
- (j) **Dirt Bottoms Prohibited.** All swimming pools shall have the sides and bottom of a smooth finish, and no sand or dirt bottom shall be permitted.

Sec. 13-6-12 Home Occupations As An Accessory Use.

- (a) The home occupation does not exceed twenty-five percent (25%) of the area of any floor.
- (b) The home occupation is conducted entirely within the enclosed portion of the dwelling by an individual residing on the premises.
- (c) Traffic generated by the home occupation may only include occasional deliveries which can be accompanied by off-street parking facilities at the residence.
- (d) The home occupation does not generate customer traffic.
- (e) If the home occupation requires employees not residing on the premises, generates customer traffic, and/or exceeds the standards listed above, a Conditional Use Permit is required for a Home Occupation per Section 13-5-15(d).

Sec. 13-6-13 Garage Sales.

Garage sales are a permitted accessory use in all Residential Zoning Districts subject to the following:

- (a) No more than two (2) garage sales per calendar year, lasting no more than three (3) days each, may be conducted on a given property.
- (b) Garage sale items and signage shall not be displayed on public right of way.

Sec. 13-6-14 Outdoor Displays, Sales Areas, Tents, and Storage.

The intent of this section is to provide for the location and design of outdoor displays, sales areas, and temporary tents and to mitigate any adverse impacts such uses may have on immediate and adjacent properties and rights-of-way.

- (a) Outdoor displays, sales areas, and temporary tents are a permitted accessory use in all non-residential zoning districts subject to the following:
 - (1) Applicant shall obtain a Temporary Tent Permit for Outdoor Sales and/or Events if greater than one hundred and twenty (120) square feet from the Department of Inspection prior to installation and must abide by Wisconsin State Statutes concerning Temporary Structures as stated in the International Building Code.
 - (2) Location(s) of outdoor displays, sales areas, and temporary tents must be shown on a site plan for the property and are subject to the approval of the City and are not allowed in City rights-of-way. Temporary tents shall not impede handicap parking stalls and shall be located a minimum of ten (10) feet from a principal structure.
 - (3) Outdoor displays, sales areas, and temporary tents are limited to thirty (30) days per calendar year unless otherwise approved by the Plan Commission. Temporary tent(s) may be installed for a maximum of one hundred and eighty (180) days annually, however, tent sale events that last longer than thirty (30) days require Plan Commission approval.
 - (4) Outdoor displays, sales areas, and temporary tents shall be limited to the goods sold at the principal use present on the site, except as regulated below:
 - a. Temporary Tents for Off-Premise Sales (sales event by an external party). Tent(s) may be installed for a maximum of ninety (90) days annually. External party is required have property owner consent to operate, to disclose

materials being stored and sold during the event, maintain liability insurance for the duration of the temporary sale in the amount of one million (\$1,000,000) dollars, and obtain a Solicitor's License from the Clerk's Department prior to the event. Plan Commission approval is required if such event is longer than thirty (30) days.

b. Temporary Produce Tents/Stands. Produce stands are defined as: A temporary structure at which agricultural products such as raw vegetables, fruits, plants, nuts, honey, eggs, etc. are sold. The owner/operator of the temporary produce tent/stands are required to have a La Crosse County Health Department Permit, property owner consent to operate, may occur for less than thirty (30) days annually, and all equipment shall be removed from the property nightly.

(5) Temporary Tents for Events held on non-residential parcels.

a. Private Events. Private events are defined as "invitation only" events and not open to the general public. A Temporary Tent Permit for Outdoor Sales or Events is required.

b. Community Events. Community Events are defined as: an event in the Onalaska region that is sponsored by a social, religious, fraternal, non-profit, or governmental organization that benefits the larger society, a charitable cause, or acts a fundraiser for the sponsor. If a temporary tent for a community event is installed for up to ninety-six (96) hours, a Temporary Tent Permit for Outdoor Sales or Events is required, but the fee shall be waived. If such tent(s) are up for longer than ninety-six (96) hours, the fee is required. No tent may be allowed in City rights-of-way unless approved by the Board of the Public Works.

(6) Outdoor displays, sales areas, and tents shall not include portable toilets.

Outdoor storage is not permitted in non-residential zoning districts unless approved by the Plan Commission. Storage containers/pods, railroad containers, semi-trailers and such similar containers a

SECTION II. This Ordinance shall take effect and be in force from and after its passage and publication.

Dated this ____ day of _____, 2018.

CITY OF ONALASKA, BY:

Joe Chilsen, Mayor

Caroline Burmaster, Clerk

PASSED:
APPROVED:
PUBLISHED:

FISCAL IMPACT OF ORDINANCE 1602 – 2017

Please route in this order

Eric Rindfleisch, Administrator
(let Joe Barstow review all annexation ordinances)

Eric Rindfleisch
(signature)

No Fiscal Impact

Budgeted Item

Will need \$ _____ for _____ to meet the requirements of this ordinance.

Jarrold Holter, City Engineer

C. J. Holter 11-16-17
(signature)

No Fiscal Impact

Budgeted Item

Will need \$ _____ for _____ to meet the requirements of this ordinance.

Jeff Trotnic, Chief of Police

Jeff Trotnic
(signature)

No Fiscal Impact

Budgeted Item

Will need \$ _____ for _____ to meet the requirements of this ordinance.

Fred Buehler, Financial Services Director

Fred Buehler 12-7-17
(signature)

No Fiscal Impact

Budgeted Item

Will need \$ _____ for _____ to meet the requirements of this ordinance.

5-I

ID	PERIOD	NAME	LICENSE CODE
02381	12/08/17- 6/30/19	WEILER ANGELA	OPRATOR OPERATORS - 2 YEAR
02388	12/13/17- 6/30/19	MUELLER JONATHON	OPRATOR OPERATORS - 2 YEAR
02389	12/13/17- 6/30/19	SOSALLA KEVIN	OPRATOR OPERATORS - 2 YEAR
02390	12/13/17- 6/30/19	STEVENS MADELINE	OPRATOR OPERATORS - 2 YEAR
02395	12/14/17- 6/30/19	BOSSMAN ERIN	OPRATOR OPERATORS - 2 YEAR
02396	12/15/17- 6/30/18	FREDRICK CONNOR	OPRATOR OPERATORS - 1 YEAR
02397	12/15/17- 6/30/19	POSS DERICK	OPRATOR OPERATORS - 2 YEAR
02398	12/18/17- 6/30/19	HOOK HENRY	OPRATOR OPERATORS - 2 YEAR
03482	12/12/17- 6/30/19	BROCKMEYER JASON	OPRATOR OPERATORS - 2 YEAR
05118	12/18/17- 6/30/19	NIMTZ KIMBERLY	OPRATOR OPERATORS - 2 YEAR
05121	1/02/18- 6/30/18	JIMEMEZ MICHELLLE	OPRATOR OPERATORS - 1 YEAR

5-K

RESOLUTION 2-2018

RESOLUTION TO APPROVE SPECIAL EVENTS FEE SCHEDULE

WHEREAS, the City of Onalaska receives a variety of applications for special event permits for events including but not limited to run/walks; parades, music festivals, assemblies, fireworks and other similar events;

WHEREAS, the City of Onalaska employees may need to assist with such events outside of their normal job duties or provide City equipment or materials, resulting in increased costs to the City;

WHEREAS, the City desires to seek the reimbursement of such extraordinary costs and services;

NOW, THEREFORE, BE IT RESOLVED, that the City of Onalaska approves the City of Onalaska Special Events Fee Schedule attached hereto as Exhibit A for the year 2018 and orders such fee schedule to be made available to the public on the City of Onalaska website, the City Clerk's office and any office in which such fees are imposed.

NOW, THEREFORE, BE IT FURTHER RESOLVED, that City Clerk Cari Burmaster shall have the authority to correct any minor errors on the fee schedule, including but not limited to missing fees or incorrect references provided that such fees do not reflect an increase from what was originally included in the City of Onalaska ordinances unless approved by the Common Council and such changes shall be reflected on the fee schedule.

Dated this 9th day of January, 2018.

CITY OF ONALASKA

By: _____
Joe Chilsen, Mayor

By: _____
Caroline Burmaster, Clerk

PASSED:
APPROVED:
PUBLISHED:

2018 Special Events Fee Schedule

Fire Department

Fire Fighter	\$30.21/HR	\$39.08/OT
LT Fire Fighter	\$33.43/HR	\$45.29/OT
Paid on Call	\$12.35/HR	

Inspection

Electrical	\$40.60/HR	\$56.61/OT
Commercial	\$43.51/HR	\$61.10/OT

Omni

Full-time	\$41.25/HR	\$57.59/OT
Part-time	\$9.68/HR	\$14.54/OT

Parks Department

Full-time	\$40.01/HR	\$46.70/OT
Part-time	\$11.36/HR	\$17.05/OT

Police

Patrol Officer	\$42.26/HR	\$59.11/OT
Sergeant's	\$51.15/HR	\$71.18/OT

Street Department

Full-time	\$37.61/HR	\$45.46/OT
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Utility Department

Full-time	\$39.43/HR	\$54.86/OT
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Placement of Temporary signs.

No charge for events using less than 50 no parking signs. \$5 fee for events using 50 or more no parking signs.

Traffic Cones & Class II Barricades

No charge for events using less than 25 cones. \$20 fee for events using 25 or more cones.

Class III Barricades/Signs

No charge for events using less than 3 barricades. \$5 per barricade or sign per day of event, for events using 4 or more barricades/signs.

Other Personnel

Costs for personnel, not specifically identified by this resolution, providing extraordinary services in support of a Special Event, March or Public Assembly shall be identified and calculated by the Finance Director using the same methodology as used for other similar identified employees herein.

Special Equipment

Cost for Special Equipment deemed necessary for provisions of services to a Special Event shall be charged to the Event Sponsor at the City's actual cost.

Parades

There will be no charge for barricades, signs, traffic cones and assignment of police officers or auxiliary police officers for community-wide parades.

Neighborhood Block Parties

There will be no charge for barricades for Residential Neighborhood Block Parties where such parties are limited to 5 blocks or less.

Administrative Fee

There shall be an administrative fee of 15% of the total costs of the services and equipment used for the processing, review and invoicing of the special event fees.

January 9, 2017

To: Finance and Personnel Committee
FROM: Finance Department
SUBJ: Payables and Approval

The following is a list of monies expended since the last Common Council meeting dated December 12, 2017. These payables include a percentage (42.095% in 2016 compared to 45.5493% in 2017) of taxes collected through December 31, 2017 to the taxing entities.

The total is: \$12,255,957.38

12/15/2017 AP Packet 1989 - December 2017	\$250.00
12/19/2017 AP Packet 1992 - December 2017	\$27,151.95
12/21/2016 AP Packet 2001 - December 2017	\$16,079.25
AP Packet 1997 - December 2017	\$525.80
12/22/2017 AP Packet 820 -City Payroll 12/22/17	\$142,647.66
AP Packet 819 - Comp Payout 12/22/17	\$6,214.96
AP Packet 816 - Fire Payroll 12/20/17	\$5,822.16
AP Packet 821 - P/R Bonus 12/22/17	\$678.33
AP Packet 822 - Wage Corr 12/22/17	\$62.98
AP Packet 820 -City Payroll drafts	\$96,714.71
AP Packet 819 - Comp Payout drafts	\$2,995.85
AP Packet 816 - Fire Payroll drafts	\$1,228.91
AP Packet 821 - P/R Bonus drafts	\$237.27
AP Packet 822 - Wage Corr drafts	\$24.24
AP Packet 1996 - Deferred Payables	\$46,194.24
12/28/2017 AP Packet 2004 - December 2017 (including ACH)	\$2,828.43
AP Packet 2005 - VOID	(\$5.58)
1/5/2017 AP Packet 693 -City Payroll 1/6/17 (Dec 2016 Payable)	\$136,328.54
AP Packet 692 - Fire Payroll 1/6/17 (Dec Payable)	\$2,761.71
AP Packet 693 - City bank drafts	\$92,608.57
AP Packet 692 - Fire bank drafts	\$457.58
AP Packet 1690 - Deferred payables	\$10,474.11
1/9/2017 AP Packet - Tax Refunds 2017	\$23,178.98
AP Packet - December 2017 (including ACH)	\$764,652.15
AP Packet - January 2018 (including ACH)	\$10,875,844.58
Total	<u><u>\$12,255,957.38</u></u>

Finance Committee Signatures

**AN ORDINANCE TO AMEND PART 5 OF CHAPTER 3 OF TITLE 13,
OF THE CODE OF ORDINANCES OF THE CITY OF ONALASKA RELATING TO SPECIAL
DISTRICTS**

THE COMMON COUNCIL OF THE CITY OF ONALASKA DOES HEREBY ORDAIN AS FOLLOWS:

SECTION I. Title 13, Part 5, Chapter 3, of the City of Onalaska Code of Ordinances related to Special Districts is hereby deleted its entirety and replaced as follows:

**CHAPTER 3
SPECIAL DISTRICTS**

Part 5: Downtown Overlay Districts

Sec. 13-3-15 Downtown Overlay Districts Generally.

The Downtown Overlay Districts may be utilized in Onalaska's downtown commercial and residential areas as shown on the following map. The area standards and requirements listed shall supersede those listed in the underlying Zoning Districts. All other zoning requirements not specifically listed in the Downtown Overlay Districts, but included in the Onalaska Zoning Code, shall apply. The two (2) types of Downtown Overlay Districts include Downtown Residential Neighborhoods (for single family and/or two family residences) and Downtown Planned Unit Developments (mixed uses).

Sec. 13-3-16 Downtown Residential Neighborhoods Building Requirements.

(a) Property Development Regulations:

(1) Lot.

- a. Frontage. All principal structures shall have a minimum of thirty-three percent (33%) of the lot frontage. Corner lots shall be subject to thirty-three percent (33%) minimum lot frontage on both street frontages.

(2) Building.

- a. Width. Minimum twenty (20) feet (principal structure).
- b. Height. Maximum thirty-five (35) feet.

(3) Yards.

- a. Street. Built-to-line is equal to that of the forward-most principal structure of an adjacent neighboring property. Minimum setback of fifteen (15) feet and maximum setback of twenty-five (25) feet.
- b. Side. Minimum six (6) feet.
- c. Rear. Minimum thirty (30) feet.

(b) Porches / Accessory Structure Regulations:

- (1) Porches and/or stoops may extend into the required street yard up to an additional ten (10) feet, but in no case be closer than five (5) feet to the street yard parcel boundary.
- (2) Garages shall be accessed off of an alley if an alley is present. If an alley is not present, a garage may be accessed off a public street; however, if a

garage faces the public street it may not exceed thirty-three percent (33%) of the lot frontage.

(3) **Height Limitations.** Accessory structures shall not exceed fifteen (15) feet in height and/or exceed the height of the principal structure.

(4) **Driveways.** Driveways shall not exceed a width of twenty-four (24) feet.

(c) **Conversion from Downtown Residential Neighborhood to Downtown – Planned Unit Development.**

(1) If a minimum of one-quarter (1/4) acres of land (10,890 square feet) is amassed by a single entity, an applicant/developer may petition the Plan Commission and Common Council to consider a Downtown – Planned Unit Development.

(2) The applicant/developer shall submit a letter describing the proposed project and a conceptual plan with proposed architecture, building height, and other information as requested to the Plan Commission for consideration. If the Plan Commission recommends to the Common Council to allow a Downtown – Planned Unit Development and the Common Council approves the concept, the formal review process as described in Section 13-3-20 shall apply.

Sec. 13-3-17 Downtown - Planned Unit Development (D-PUD).

(a) **Applicability.** A Downtown - Planned Unit Development (D-PUD) may be used as a custom zoning district for any land use or combination of land uses. An approved D-PUD will supersede any underlying zoning district and rezoning of a combination of dissimilar parcels will not be required.

(b) **Fees.** The developer shall pay a fee as set forth in the City of Onalaska Fee Schedule at the time of filing an application for a D-PUD. The developer shall pay all other applicable fees including, but not limited to, storm sewer fees, sanitary sewer fees, park fees, connection fees, and topographic fees unless otherwise waived by the Common Council.

(c) **Size.** D-PUDs shall be on a tract of land not less than one-quarter (1/4) acre of land (10,890 square feet).

Sec. 13-3-18 Downtown – Planned Unit Development and Design Standards.

The following provisions shall be applied by the Plan Commission and Common Council in their consideration of a D-PUD:

(a) **Permitted Uses.** Permitted Uses shall be defined in the D-PUD proposal to the City.

(b) **Conditional Uses.** Conditional Uses shall be defined in the D-PUD proposal to the City.

(c) **Density.** Density of development will be reviewed based on the following criteria:

- (1) Effect on adjacent properties;
- (2) Adequacy of public and private services and infrastructure;
- (3) Overall design;
- (4) Scale and massing of structures;
- (5) Building elevations and setbacks;
- (6) Landscaping, screening and buffering;
- (7) Open space provision and design; and
- (8) Retention of natural, cultural and historic resources.

(d) **Setbacks.** Setbacks may vary in D-PUD's as requested by a developer.

- (e) **Building Height.** Building height(s) of structure(s) may vary and shall be proposed as part of the D-PUD proposal to the City. The City may request cross sections, elevations and other information from the developer in order to make a determination.
- (f) **Environmental Design.** A D-PUD shall be designed to preserve existing vegetation and topography where practical and shall be consistent with the goals and objectives of the Onalaska Comprehensive Plan.
- (g) **Open Space.** A D-PUD shall include open space that is functional, improves appearance and aesthetics, is accessible and where possible adds to existing common or public open space systems. The amount of “common” open space shall be determined by the Plan Commission which may include setback areas, rooftops, decks, etc.
- (h) **Architecture.** A D-PUD shall include and incorporate architectural planning by the developer and implementation provisions for controlling the architecture by protective covenants, design overlay districts enforced by the City or other legal methods.
- (i) **Parking.** Parking ratios may vary but shall be proposed as part of the D-PUD proposal.
- (j) **Streets, Utilities and Drainage.** All publicly dedicated streets, utilities and storm-water facilities shall be designed in accordance with City of Onalaska Ordinances and policies. The City may consider flexible standards for streets if the developer has demonstrated that the proposed design and layout warrants varying standards and the design meets the provisions of this Section.
- (k) **Circulation/Access.** A D- PUD shall include provisions for access to pedestrian/bicycle trails and transit.
- (l) **Landscaping.** A Landscape Plan shall be included in the D-PUD submittal to the City including street tree provisions, screening, parking lot landscaping where applicable and the preservation of mature, healthy hardwood trees where applicable.
- (m) **Signs.** A master signage plan may be included in the D-PUD submittal to the City. Signage shall conform to the City Sign Ordinance. Freestanding pylon type signs shall consolidate tenants or uses in predetermined locations, minimizing the number of freestanding signs where possible.

Sec. 13-3-19 Concurrent Development Review.

- (a) **Combined Applications.** An application for a Downtown - Planned Unit Development may be accompanied by all other discretionary requests including but not limited to Subdivision Review, Conditional Use Permit applications and Site Plan applications in order to minimize review periods.
- (b) **Authority.** Authority is given to the Plan Commission to combine separate permit applications into one (1) application for the convenience of the applicant and the City.
- (c) **Dedications.** Dedication or offers to dedicate interest in real property for specific purposes shown in the General Development Plan may be required as a condition of approval of the D-PUD if they are found by the Plan Commission to be in the public interest and/or are consistent with the City of Onalaska Comprehensive Plan.

Sec. 13-3-20 Review and Approval Procedures.

- (a) **General Provisions.** Before submitting an application for a D-PUD, the applicant may confer with the Plan Sub-Committee to obtain information and guidance before entering into binding agreements or incurring substantial expense. It is recommended that the applicant have a pre-application conference with the Planning, Engineering, Inspection, and Fire Departments to discuss the project prior to submitting an application.
- (b) **Application Procedures.** An application for a Downtown Planned Unit Development shall include the review of a General Development Plan with a public hearing at the Plan Commission, with formal approval by the Common Council. Following approval of the General Development Plan, a Final Implementation Plan shall be reviewed by the Plan Commission with recommendations to the Common Council.

(1) General Development Plan Submittal Requirements:

- a. The applicant shall file with the Plan Commission a General Development Plan, which shall include the following information:
 - 1. Receipt showing the payment of all fees.
 - 2. A statement describing the general character and goals of the intended development.
 - 3. An accurate scale map (1" – 100') of the project area including its relationship to surrounding properties and existing topography, easements, vegetation, and key features within one hundred (100) feet of the D-PUD.
 - 4. A plan of the proposed project showing at least the following information in sufficient detail to make possible the evaluation of the criteria for approval set forth as follows:
 - i. The pattern of proposed land use including shape, size, arrangement and density of proposed use areas.
 - ii. The pattern of private streets, traffic circulation, access and parking either on or off the streets.
 - iii. The location, size and character of open space, common areas and the management of the same.
 - iv. A utility feasibility study and the location of all utilities.
 - v. An implementation schedule.
 - 5. An economic analysis of the development including proposed investment, phasing, job creation, etc.
 - 6. A general outline of the organizational structure for the enforcement and administration of protective covenants if applicable.
- b. Approval of the General Development Plan. Approval of the General Development Plan shall establish the basic right of use for the area in conformity with the plan as approved, but such plan shall be conditioned upon approval of a Final Implementation Plan and shall not make permissible any of the uses as proposed until a Final Implementation Plan is submitted and approved for all or a portion of the General Development Plan.

(2) Final Implementation Plan Submittal Requirements.

- a. The applicant shall file with the Plan Commission a Final Implementation Plan, which shall include the following information:
 1. An accurate scale map of the project consistent with the general development plan.
 2. The pattern of public and private circulation.
 3. Detailed lot layout.
 4. The arrangement of buildings(s).
 5. Architectural elevations and details.
 6. Master grading and drainage plan.
 7. Utility plan.
 8. Open space/Common/Share Space Plan with provisions for maintenance as needed.
 9. Master landscape plan.
 10. Proof of financial treatment.
 11. Economic analysis.
 12. A development schedule indicating construction commencement and completion, project phases, the dedication of public improvements, the administration of covenant, etc.
- b. Approval of the Final Implementation Plan. Following the review of a Final Implementation Plan, the Plan Commission shall make a recommendation to the Common Council where the Common Council may approve, deny or send the proposal back to the Plan Commission for further negotiation with the developer.

In the event of approval, the developer and applicant shall carry out the plans in accordance with the officially submitted and approved plans on file with the Planning, Engineering, and Clerk Departments. The developer shall record with the office of the Register of Deeds for La Crosse County, the legal description of the D-PUD and the conditions of approval which shall run with the land. Said conditions shall not lapse or be waived as a result of any subsequent change in ownership or tenancy. Said conditions shall be deemed to be part of the building permit issued for any use or structure in the D-PUD. Any subsequent change to the D-PUD shall first be submitted to the Plan Commission and City Attorney and if in their opinion the change constitutes a substantial change, the applicant shall follow the procedure as listed for a General Development Plan approval including the required public hearing.

If after the approval of the PUD, any portion of the approved conditions or plans are not met, the Planning, Engineering, Inspection and/or Fire Departments may stop further construction of the development by posting a stop work order and providing the developer with written notice by certified mail within two (2) working days of the stop work order. Construction shall be halted until such time as the developer has made the necessary corrections to comply with the approved plans.

SECTION II. This Ordinance shall take effect and be in force from and after its passage and prior to publication although it will be published in due course.

Dated this ____ day of _____, 2018.

CITY OF ONALASKA

By: _____
Joe Chilsen, Mayor

By: _____
Caroline Burmaster, Clerk

PASSED:
APPROVED:
PUBLISHED:

FISCAL IMPACT OF ORDINANCE 1603 – 2018

Please route in this order

Eric Rindfleisch, Administrator
(let Joe Barstow review all annexation ordinances)

[Signature]
(signature)

No Fiscal Impact

Budgeted Item

Will need \$ _____ for _____ to meet the requirements of this ordinance.

Jarrold Holter, City Engineer

[Signature] 12.20.17
(signature)

No Fiscal Impact

Budgeted Item

Will need \$ _____ for _____ to meet the requirements of this ordinance.

Jeff Trotnic, Chief of Police

[Signature] 1-3-17
(signature)

No Fiscal Impact

Budgeted Item

Will need \$ _____ for _____ to meet the requirements of this ordinance.

• Fred Buehler, Financial Services Director

[Signature] 1-3-18
(signature)

No Fiscal Impact

Budgeted Item

Will need \$ _____ for _____ to meet the requirements of this ordinance.

RESOLUTION 1 - 2018

11-A

**FINAL RESOLUTION REGARDING ASSESSMENTS FOR
CURB & GUTTER IMPROVEMENTS IN THE HOLIDAY HEIGHTS AREA
IN THE CITY OF ONALASKA**

WHEREAS, the Board of Public Works of the City of Onalaska, Wisconsin held a Public hearing at City Hall in the City of Onalaska at 6:30 PM on the 2ND day of January, 2018 for the purpose of hearing all interested persons concerning the Preliminary Resolution and Report of the City Engineer on the proposed improvement listed below and preliminary assessments against benefitted properties and heard all persons who desired to speak at the hearing with respect to the following improvements (collectively, the "Public improvements"):

Curb & Gutter Improvements in the general area known as the Holiday Heights subdivision West of State Trunk Highway 16, including all frontages along Hoffman Place, East Young Drive, West Young Drive and Medary Lane

AND WHEREAS, the Board of Public Works has heard all persons desiring audience at such hearing.

NOW, THEREFORE BE IT RESOLVED, by the Common Council of the City of Onalaska as follows:

- 1) That the Report of the City Engineer and the Board of Public Works pertaining to the construction of the Public Improvements (the "Project"), including plans, specifications and proposed assessments set forth therein, as modified, is hereby adopted and approved.
- 2) That the Board of Public Works is directed to advertise for bids and to supervise the construction of the Public Improvement in accordance with the report hereby adopted.
- 3) That payment for Public Improvements be made by assessing the cost of the Project to the property benefitted as indicated in said report pursuant to a lineal foot basis with seven and one-half percent (7.5%) as a reasonable charge for the services of the administrative staff of the City.
- 4) That benefits and damages shown on the Report as modified represent an exercise of the police power, are true and correct, and have been determined on a reasonable basis and are hereby confirmed.
- 5) That the assessments for all projects included in said Report are hereby combined as a single assessment, but any interested property owner shall be entitled to object to each assessment separately or all assessments jointly for any purpose.
- 6) Assessments shall be due within 45 days of billing date. Assessments may be paid in cash or in equal installments, equivalent to the length of time of any bond issue that is issued for this Project, together with interest at the rate determined by the Common Council, uniform with

other City special assessments, normally one percent (1%) over what the City borrows the money for.

7) The City Clerk is directed to publish this Final Resolution as a Class 1 Notice under Chapter 985, in the Coulee Courier and to mail a copy of this Resolution and a statement of the final assessment against each benefitted property owner; together with a notice of the installment payment privilege, to every property owner whose name appears on the assessment roll, whose post office address is known or can be ascertained with reasonable diligence.

Dated this 9th day of January, 2017.

CITY OF ONALASKA

By: _____
Name: Joe Chilsen
Title: Mayor

By: _____
Name: Caroline Burmaster
Title: City Clerk

PASSED:
APPROVED:
PUBLISHED:



CITY OF ONALASKA

12-A

PLANNING/ZONING DEPARTMENT

PH: (608) 781-9590

FAX (608) 781-9506

415 MAIN STREET
ONALASKA, WI 54650-2953
<http://www.cityofonalaska.com>

MEMO

Date: 01/02/2018

To: Mayor Chilsen & Common Council

From: Katie Aspenson & Dan Wick

Re: Great River Landing & Public Art

At the December 14, 2017 Great River Landing meeting, a motion was made to bring forward a recommendation to the Common Council to complete a Public Art project at the Great River Landing. Joyce Diveley will be in attendance at the Common Council meeting on 01/19/2018 who has a large group of interested citizens that have met on their own accord regarding a Public Art project and will be available to discuss their ideas. Great River Landing Committee Chair, Eric Sjolander, will also be in attendance at this meeting to speak on behalf of the GRL Committee if requested.

Public Art in Onalaska's parks and public spaces has previously been discussed with the Parks & Recreation Board. This request is focused on art at the Great River Landing in particular.

The intention of the motion is to:

- 1) Determine if there is interest in the installation of Public Art at the Great River Landing; and
- 2) Determine which committee/board (Great River Landing, Parks & Recreation Board, and/or a new committee that responds to the previously mentioned), would be in charge of the Public Art project and report to the Common Council.

Requested Action: Common Council provide feedback on Questions 1 & 2 listed above.

La Crosse County Convention & Visitors Bureau

explore
LA CROSSE

Impact review of Explore La Crosse promotion and marketing of the
City of Onalaska

11/14/2017

Since the inception of the La Crosse County Convention & Visitors Bureau in January of 2016, a concerted effort has been made to market La Crosse County as a whole, through multiple media channels including print, radio, billboards, digital, native and content marketing. Messaging has been utilized to educate and inform the target audience about La Crosse County (ie. River of Festivals Campaign, Fall into La Crosse, etc.) Explore La Crosse has been building a county wide image utilizing video, words, and images to create a narrative which has allowed us to implement a comprehensive marketing campaign targeting new and existing potential visitors. We have utilized this process and tracked success to develop annual marketing goals, year over year, based on insights and understanding stemming from direct, first-hand La Crosse County experiences.

Example Marketing Campaigns:

River of Festival Campaign (2016-2018)

The inaugural “River of Festivals” campaign had 24 festivals participate which resulted in a million page views for festivals and included the collection of 40,000+ emails for area festivals’ future marketing campaigns. Festival participation from Onalaska has included Celebrate Onalaska, Three Rivers Roleo, and Onalaska Community Days.

These celebrations are a vital component of the area’s tourism, recreation, and hospitality industries. Festivals introduce visitors and give them the opportunity to enjoy the area’s renowned natural beauty alongside its wide variety of celebrated attractions, businesses, and services.

Other County Wide Campaigns

Best of La Crosse County (2014-2018)

Boats, Bikes, Art & Hikes (2017)

Fall into La Crosse (2016-2017)

Local Stuff Giveaway (2017-2018)

Collateral / Creative Examples

Collateral which includes video, text, and imagery has been utilized that encapsulates the county as a whole. We utilize activity within beautiful locations and avoid naming a specific location within most print ads and videos, but expand on individual activities within each city in our Visitor's Guide and the website. This primary draw (festivals, recreation) is used to capture the initial attention of visitors to opt-in on various online venues where we educated them on the cities, histories, and complementary activities in the area.

Marketing Tactics / Creative: Visitors Guide



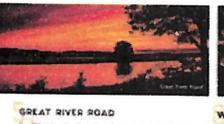
**SEE IT!
TOP 10
SIGHTSEEING SITES**

For year-round natural beauty, it doesn't get much better than La Crosse County and the greater Driftless Region of southwestern Wisconsin. There aren't crazy places to go or things to do in this area that don't somehow take advantage of the stunning vistas of the bluffs, starfish, or the majestic river valley. The following lists our ten favorites—each one perfect for the whole family.



GRANDDAD BLUFF

Traveling west from Granddaddy Bluff, the area is a great scenic and historic attraction. The bluff features a unique scenic view, and is a historic landmark for its location in the Granddaddy Bluff State Park and Granddaddy Bluff State Park. Take a walk on the bluff, see the Granddaddy Bluff State Park, and enjoy the scenic views of the bluff.



GREAT RIVER ROAD

The 200 miles of Great River Road is a scenic route through the Driftless Region of southwestern Wisconsin. The road is a scenic route through the Driftless Region of southwestern Wisconsin. The road is a scenic route through the Driftless Region of southwestern Wisconsin.



WISCONSIN STATE BIKE TRAILS

The Wisconsin State Bike Trails are a network of scenic routes for cyclists. The trails are a network of scenic routes for cyclists. The trails are a network of scenic routes for cyclists.



UPPER MISSISSIPPI NATIONAL WILDLIFE REFUGE

The Upper Mississippi National Wildlife Refuge is a large area of natural beauty. The refuge is a large area of natural beauty. The refuge is a large area of natural beauty.



SHRINE OF OUR LADY OF GUADALUPE

The Shrine of Our Lady of Guadalupe is a historic site in La Crosse. The shrine is a historic site in La Crosse. The shrine is a historic site in La Crosse.



LAKE ONALASKA & GREAT RIVER LANDING

Lake Onalaska and Great River Landing are scenic areas in La Crosse. The areas are scenic areas in La Crosse. The areas are scenic areas in La Crosse.



RIVERSIDE PARK

Riverside Park is a scenic area in La Crosse. The park is a scenic area in La Crosse. The park is a scenic area in La Crosse.



LAKE NESHONOC

Lake Neshonoc is a scenic area in La Crosse. The lake is a scenic area in La Crosse. The lake is a scenic area in La Crosse.



WAN LOON STATE WILDLIFE AREA

The Wan Loon State Wildlife Area is a scenic area in La Crosse. The area is a scenic area in La Crosse. The area is a scenic area in La Crosse.



APPLE BLOSSOM SCENIC DRIVE

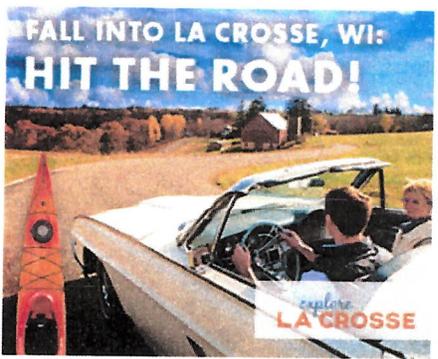
The Apple Blossom Scenic Drive is a scenic area in La Crosse. The drive is a scenic area in La Crosse. The drive is a scenic area in La Crosse.

Marketing Tactics / Creative



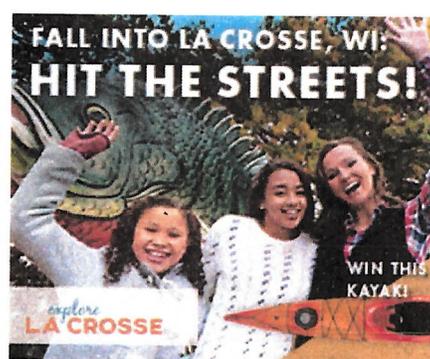
FALL INTO LA CROSSE, WI: HIT THE WATER!

ENTER TO WIN THIS KAYAK!



FALL INTO LA CROSSE, WI: HIT THE ROAD!

explore LA CROSSE



FALL INTO LA CROSSE, WI: HIT THE STREETS!

WIN THIS KAYAK!

explore LA CROSSE

Print:

Visitor Guide & Map has many Onalaska mentions in text, stories, pictures and listings. The La Crosse County Visitors Guide (90,000 printed) & Map (40,000 printed) is dispersed throughout Wisconsin's Interstate highway system and other major four-lane highways with rest areas. Guides and maps are mailed by request throughout the United States and Canada and distributed at trade shows in Madison, Milwaukee, Minneapolis, Duluth, and Cedar Falls.

Website:

Onalaska has an active presence on the site which drew 1,325,753 sessions to the website since the collaboration origin (January 1, 2016) this included 815,199 user's and contributed to 3,044,753 page views. The word "Onalaska" is referenced on at least 541 pages throughout the website with multiple mentions on each page related to attractions, events, and blogs.

Brand Photo Shoots:

Starting in 2016, Explore La Crosse has made investments in "Brand Photography" which has included Lake Onalaska, Sunny the Sunfish, La Crosse State Trail, Great River Landing, Coulee Golf Bowl and more. This doesn't include the onsite photography provided free of charge with membership.

Video Shoots:

Starting 2016, Explore La Crosse produced 20 one minute videos with county wide b-roll including La Crosse area musicians providing the background music for each. Onalaska video locations included were; Lumber Baron Inn, Olive Juice Quilts, Lake Onalaska, Sunny the Sunfish, La Crosse State Trail and more.

Check out all the videos here: <https://www.youtube.com/c/ExploreLaCrosseCounty>

E-Newsletter Promotion:

The Next 10 Days newsletter focuses on highlighting events that are posted to our event calendar by our members. This particular newsletter is sent to 45,000+ e-mail subscribers and is our largest and most popular e-newsletter. Since January 2016, Onalaska has been represented in this e-newsletter approximately 45 times, amounting to a reach of 2,025,000+ to e-news subscribers.

Onalaska Community Days

Family Fun!

Live Music Friday and Saturday:
Craig Olson Project, Brat Pack Radio,
Larry & the Drifters, The Cat & the
Fiddle, Burnin' Whiskey, and The
Jacob Martin Band. Pancake
Breakfast, Children's Obstacle
Course and more!



[LEARN MORE →](#)

Lobsterfest

Check out something new!

La Crosse Rotary-East will host the first ever Lobsterfest on Friday, June 16th, 2017 in the Colgan Air Hangar. Great food featuring fresh lobster, brats, burgers and tasty beverages along with good music are all on the menu!



[LEARN MORE →](#)

Trout Fly Fishing

Catch some trout!



Social Media:

Currently, Explore La Crosse utilizes a variety of social media platforms with the most popular being Facebook at 17,827 likes and 17,579 followers. We share Special Events, Events from our Website’s Event Calendar, URL links to explorelacrosse.com (Where to Stay, Things to Do, etc.), News articles, blog posts, press releases, and photography that highlight our members.

It is in the previously mentioned forms of promotion, from January 1, 2016 to the current date, Onalaska has received a social media “reach” of approximately 822,864 people. "Reach" is not just the number of people who’ve Liked your Page and thus see your update. Every time someone shares (or in some cases Likes) your content, that content can be seen by their own friends, and the “Reach” number represents these impressions.



Photography:

Photography has been added as an option to new members. Explore La Crosse will also set up photo shoots or collect photos as needed in order to better promote our members through social media, website, and blog content. Photos are featured on our Flickr, Facebook, Instagram, Twitter, Website, and Blog posts).

Onalaska businesses/attractions/events promoted through photography include:

- The Red Pines
- Onalaska Community Days
- The Great River Landing
- Great River State Trail
- Baymont Inn & Suites



Membership:

Forty-nine Onalaska businesses have chosen to join Explore La Crosse. Thirty percent, fifteen of the businesses, have joined since the inception of the LCCVB in January of 2016.

These members are promoted through:

- Pages on explorelacrosse.com
- Line listings in the Explore La Crosse visitor guide
- Event promotion in the Next Ten Days La Crosse
- Brochure distribution in the La Crosse Visitor Center, I-90 Welcome Center, and the mobile tourism van
- Placement on the interactive map located online and on touch screens in the I-90 Welcome Center and the La Crosse Visitor Center

- ‘Text for map’ signage has been purchased and placed in the Onalaska Library and at the Great River Landing.
- Since the interactive map went live in early 2017, it has been viewed over 14,000 times.
- River of Festivals – a sweepstakes program utilized by Onalaska member events
- Social media promotion
- Visitor phone support – we get thousands of calls a year and the businesses (and Onalaska as a whole) is on our list to talk about

Grants:

The Explore La Crosse Grant Program is here to help organizers promote their events to potential visitors in order to grow overnight stays in La Crosse County. Grant dollars are offered to new and expanding events, festivals and sports tournaments to allow them more marketing dollars to reach out beyond La Crosse County. Although new and expanding events are given priority, continuing events also are eligible for grant dollars.

The grant program is growing each year with an inaugural budget in 2016 of \$45,000 to a budget in 2018 of \$80,000. The following Onalaska events have been awarded grant funding:

2017

- Celebrate Onalaska - \$1,000
- Mississippi Mayhem Roller Derby Clinic - \$1,000
- Onalaska Community Days - \$1,000
- Three Rivers Roleo - \$3,500
- Winter on Ice Spectacular - \$1,500

\$8,000 in grant funding has been offered to Onalaska festivals and events that have applied for promotional grant funding.

Committees:

Members of the La Crosse County Convention & Visitors Bureau sit on various regional committees to act as advocates for La Crosse County.

Including:

- Bike4Trails
- Wisconsin Great River Road
- Wisconsin Mississippi River Parkway Commission
- Driftless Destinations (2016)
- Circle Wisconsin
- Sports Wisconsin
- Association of Great Lakes Outdoor Writers

- National Association of Sports Commissions
- Wisconsin Bicycle Federation

Sports & Events:

Sports and events are integral in the economic impact and growth of La Crosse County. Onalaska benefits from directly hosting events as well as from the overflow traffic of events being hosted in other surrounding communities throughout the County. Explore La Crosse actively seeks out new sports and events to host in Onalaska and includes Onalaska on County wide events that require large accommodations.

- Bike Fest & Bicycle La Crosse promote numerous rides through Onalaska with stops at multiple businesses
- Bassmaster Elite Series and Rotary Rock n' Ribs likely to be hosted in Onalaska
- Work closely with Omni Center on all sporting events they host and help book room blocks for their events, such as hockey, volleyball, and more

Convention & Meetings:

Both our Convention Sales and our Group Sales departments actively represent the City of Onalaska in a number of ways. Convention business, no matter where the meetings are held, help sustain the hotel industry in Onalaska and throughout La Crosse County. Group travel impacts the community helping to promote community events, room blocks for special events and introducing Onalaska to groups looking to travel into our County. The Group Sales department assists biking clubs, motorcycle clubs, car clubs, reunions, weddings and military groups in selecting not only hotel rooms but where they spend their money when traveling - dining, tours, shopping, festivals and more. There is no cost to incoming groups to utilize our services!

The sales departments work directly with Onalaska hotels providing lead information on incoming groups and meetings. 58 leads were sent to Onalaska hotels so far in 2017.

In addition to hotels, meeting venues in Onalaska such as The Onalaska Omni Center are promoted in all of our sales collateral as well as the Convention Planner magazine.

The Omni Center is partnering with Explore La Crosse on the Driftless Sports Convergence for 2018.

MEETING SPACE

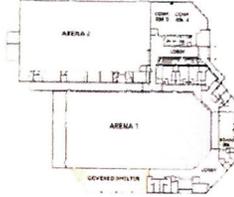
Omni Center



An Ideal Venue for Your Group

The perfect meeting or event begins with the perfect facility. Onalaska Omni Center has been designed to meet the needs of a wide variety of groups. The Omni Center consists of several different meeting spaces that can be configured in a variety of ways. The facility includes a main arena, a large conference room, a room that can be used as a break room, a meeting room, a kitchen, a ballroom and a large outdoor area. The Omni Center is an ideal venue for a wide variety of events.

256 State Club Road
Onalaska, WI 54650
608-731-8568
omni@cityofonalaska.com
www.cityofonalaska.com/omnicenter



ROOM	Sq. Ft.	Dimensions	Tables	Chairs	Capacity	Actual	Notes
ARENA 1	8500	120' x 110'	100	400	1000	1000	Business Meetings, Family Reunions
ARENA 2	7500	120' x 100'	100	400	1000	1000	Plunk, Meetings
MEETING ROOM	100	12' x 12'	10	40	40	40	Meeting Rooms
CONFERENCE ROOM	100	12' x 12'	10	40	40	40	Meeting Rooms
CONFERENCE ROOM	100	12' x 12'	10	40	40	40	Meeting Rooms
CONFERENCE ROOM	100	12' x 12'	10	40	40	40	Meeting Rooms
LOBBY/RECEPTION	100	12' x 12'	10	40	40	40	Meeting Rooms



12 900-800-5624

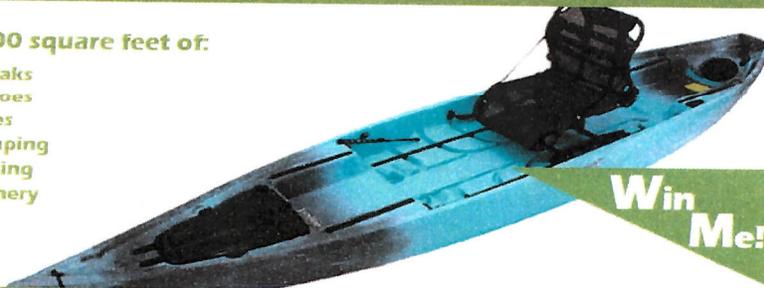


Driftless Sports Convergence

May 19, 2018 | Onalaska Omni Center

50,000 square feet of:

- Kayaks
- Canoes
- Bikes
- Camping
- Fishing
- Archery



Win Me!

DriftlessSports.com