



# Historic Downtown La Crosse Update

August 05  
edited by Margaret Norden



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

## Greetings from Bud...

Wow! The summer ‘heat’ has been with us for so long. Another kind of ‘heat’ is at a fevered pitch! Downtown La Crosse is in the midst of an estimated \$34 million in stages of project development—I believe the most in one calendar year since the implementation of our “City Vision 2000 Master Plan” in 1993!

- The Logistics Health, Inc. new corporate headquarters has begun. Did you know that the first floor lobby area of the LHI Corporate headquarters is going to mirror the lobby of our beloved Hotel Stoddard...thanks to Don Weber’s vision.
- The concrete grain elevators are almost gone by this writing...the second phase should begin in winter, changing this blighted landscape forever. The shoreline will be open to the public for the first time when the riverwalk is extended to LHI.
- Doerflinger Building restoration has begun, thanks to Mike Keil and partners.
- Gateway Terrace residential project is installing the brick siding. You should see the name of the building in brick...beautiful.
- Rowley Building was purchased by Phil Addis and his wife. The restoration of that building will be exciting as a future residential/retail project.
- Construction of two parking levels on the Civic Center ramp will begin shortly. The City hired the same contractor (C.D. Smith) that is doing the LHI project.
- Future Transit Center location is being cleared of buildings and being readied for construction of transit center, residential dwellings, retail, and possible offices.
- The refurbished Cass Street Bridge is moving towards completion. Other than minimal traffic changes, there have been no problems related to DOT’s bridge restoration work...NONE! Thank you, DOT.
- Streetscape projects on 6th Street are nearing completion.
- Park Bank addition and the future Citizen’s State Bank are both moving forward to completion.

Yes, Mother Nature has been working hard on keeping the ‘heat’ on. But, also many individuals from the private and public sectors are working to create a Central Business district that all of us can be proud of. We are building for future generations to come... what a

wonderful legacy we are creating! Enjoy this other kind of “heat”!

A special thank you goes out to La Crosse County personnel, Bill Pretasky and Jane Klekamp, who created a “pilot program” to clean and maintain key sidewalk, alley, and parking ramps on the weekends in downtown. In the past many tourists, visitors, and employees were met with filth of all kinds after “bar nights.” Unfortunately, the messes would be left for someone else to clean up during the weekends that tourists and visitors come into our historic downtown and riverfront. We deeply appreciate the work of Bill, Jane, Steve O’Malley, and the Huber clients, as well as the La Crosse County Board, Mayor Mark Johnsrud, our Common Council, and Dale Hexom, Director of Public Works, for getting involved and providing support for this important program. It is refreshing to see the County and City working together to achieve common goals that benefit everyone who visits our downtown.

A special announcement: **Wednesday, October 19 is the “2005 Disability Mentoring Day”.**

This is an important program that allows persons with disabilities to “job shadow” at businesses that provide a couple of hours on this day to promote an inclusive work place. If you would like to promote and participate in this, please contact either Bridget Karl or Aaron Rasch @ Independent Living Resources: 608-787-1111. This is a very important national program. I ask that you offer two hours (10am-Noon) and get involved. Have a great August...Bud

## New and Renewing Members

We are pleased to recognize the following 2005 memberships:

**Briar Patch**, new member at the general level;  
**Davy Engineering**, associate level member;  
**Wipfli, Inc.**, associate level member;  
**La Crosse County**, corporate level member.

We are so very grateful that you’ve shown your confidence in DMI and its mission. A current member list is attached.

## Treat your taste buds at Historic Downtown La Crosse Day



Have you ever tasted roulade? How about shoofly pie? Here is your chance to try something new and delicious, or simply get a great deal on a

lunch or dinner order. Many downtown restaurants will be featuring special items on their menus, just for Historic Downtown Day on **October 8**. Here's what a few DMI member restaurants are offering for "Treat Your Taste Buds":

- Ebenezer's—Old fashioned lemonade and Mississippi cookie
- Fayze's—A house specialty to be determined
- Hackberry's Bistro—Roulade (beef stuffed with dill pickles and mushrooms, then roasted)
- People's Food Co-op Bakery—Cowboy cookies and fruit filled drops
- Pickerman's—Shredded pork sandwiches

Other Historic Day events being planned are: Bed and breakfast tours, craft demonstrations, a log rolling demonstration and instruction, apple pie contest, trolley and carriage rides, street musicians, old fashioned children's games, antique car and fire equipment display, riverboat rides, farmers' markets, special rates at downtown museums, and the popular "Stepping Up to the Past," which includes a bawdy house tour.

**You still have an opportunity to become a Historic Downtown Day advertising sponsor.** For \$350, your business logo will appear on all posters, brochures, and print advertisements, and your business name listed on public service announcements on radio and tv. Please contact the DMI office at 784-0440, or Margie Wanek at Stamp 'n Hand at 784-1234, by August 19.

Watch this newsletter, local media, Historic Day brochures at downtown businesses, and our web site, [www.historicdowntownlacrosse.com](http://www.historicdowntownlacrosse.com), for times, places, and other details. Plan now to enjoy the day at this great *family* event.

Please patronize and support our member businesses.

## "Gift Certificates Honored Here"—let your customers know!

At the suggestion of Steve Rose, Rose Jewelers, DMI is having window and "tent style" counter signs made to let customers know they may redeem their Historic Downtown La Crosse Gift Certificates at participating member businesses, and purchase those gift certificates through DMI. Downtown members will be receiving a form to request the signage they prefer. The signs will be available free of charge as a benefit of membership.

### Noteworthy Dates:

**August 4**, birthday of Jackson ("Jack") Scott Miyamoto, first grandchild of Bud and Mitzi.

**August 12-14**, **Irish Fest** at the south side Oktoberfest grounds.

**August 18**, **What's Up Downtown** meeting, 8:00 a.m., at the DMI office, 712 Main St.

**August 18**, **Delta Queen** docked at Riverside Park, 1:00 to 5:00 p.m.

**August 19-20**, **CenturyTel's Sand on the Riverfront** at Riverside Park.

**August 22**, **Delta Queen** docked at Riverside Park, 8:00 a.m. to 1:00 p.m.

## Business Over Breakfast to begin

The 2005-2006 Business Over Breakfast series will start again on September 28, with a focus on healthy employees. The series presents topics that are of interest to business owners, managers, human resource directors, and employees. They are held the 4<sup>th</sup> Wednesday of the month, September through May (except December), from 7:30 to 8:45, at the Chamber of Commerce conference room, 712 Main. The cost is only \$5.00, which includes any materials and a continental breakfast.

Future Business Over Breakfast topics are:

- October - Making Interns Work for You
- November - Customer Service (half day session)
- January - Small Business Law
- February - Building Better Networks
- March - Fostering a Positive Work Environment
- April - Crucial Conversations
- May - Cultivating a Culture of Sales

The DMI newsletter will provide details of each presentation, or call 784-4807 for information and registration. DMI is a co-sponsor of the series with the Chamber of Commerce, UWL Small Business Development Center, WWTC Economic Development Office, and SCORE.