



Historic Downtown La Crosse Update

October 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...

DMI congratulations go to Earlamae Dahlby, owner of Feminine Fancies in the renovated Doerflinger Building, for her selection as Mrs. Oktoberfest for 2006. What a wonderful and tremendous honor for Earlamae who has been so supportive of our downtown and the entire business and residential community located here. She is a tremendously gifted and talented business leader in our downtown. The Oktoberfest selection committee could not have made a better choice of a person who is so dedicated to the Oktoberfest festival, our downtown, city, and region. Our best wishes go out to her and her family.

Yes, I do read Coulee Region Women magazine also, and found that Earlamae, along with Margie Wanek (Stamp n’ Hand), Anne Steuer (Children’s Museum of La Crosse), Lisa Klein (WKBT-Channel 8)...were all featured as members of the 30 Coulee Region Women of Influence in the latest edition of the Coulee Region Women’s Magazine. Congratulations to each of you for this recognition and thank you for your leadership and work in our downtown. Carla Callies (Ambiance) was highlighted in the same magazine with pictures and description of the beautiful building that houses her business and residence. What a tremendous representation of a successful business and residence they bring downtown.

Congratulations to Michelle Schry, General Manager of the People’s Food Co-op for being chosen as President of the National Cooperative Grocer’s Association, and to the People’s Food Co-op board president, Bentley Lien, who received the Consumer Cooperative Management Association’s national service award. How fortunate DMI and downtown is in having the leadership, both locally and nationally, of these individuals.

Congratulations to Hannah Lopez, promoted to Store Manager at Howes Diamond Jewelers, 413 Jay St. Congratulations to Bob Bandoli,

promoted to Vice-President of Coulee Bank. Thank you to the leaders of both health institutions, Dr. Robert Nesse of Franciscan Skemp Healthcare and Dr. Jeffery Thompson of Gundersen Lutheran Health System, and the La Crosse Tribune for their tremendous support in the gun lock giveaway program. How wonderful to provide such positive leadership!

And finally, congratulations to the tremendous moving project just completed for the new **world headquarters** of Logistics Health, Inc. Yes, “world headquarters”! Their 400 employees now occupy the six story building, with a future building being planned. The building is one of the most unique and beautiful office buildings located in our region. Double congratulations go out to Don and Roxanne Weber, owners of their beautiful restaurant, The Waterfront Restaurant and Tavern, located on the first floor. Libby Weber and Nell Hull oversee the restaurant operations. With them are: Jeff Teichman, general manager; Michael Pruett, executive chef; Augusta Favre, catering manager; Kris Risch, bar manager. Roxanne Weber selected the restaurant and office interior details – what beautiful work she did. Welcome to LHI and The Waterfront Restaurant and Tavern and all of your employees to our Historic Downtown.

I hope everyone enjoys the big Historic Downtown Day celebration and Sesquicentennial events this weekend...we have a great deal to celebrate in historic downtown La Crosse.

Since our September newsletter the following businesses have shown their support, and

DMI gratefully acknowledges:

Renewing Visionary Sponsor:

Xcel Energy

New Corporate Sponsors:

Kwik Trip, Inc.

The Waterfront Restaurant & Tavern

New Associate Sponsor:

Three Rivers Plaza

New General Members:

Cottage Garden Floral

ETC Business Enterprises Corporation

Better than ever! Holiday Open House set for November 10

There's something about shopping for the holidays the old-fashioned way—strolling from shop to shop in a historic downtown—to put you in a celebratory mood. The 2006 Holiday Open House, from 5:00 to 9:00 p.m. on Friday, November 10, will ring in a season of giving all your friends and loved ones unique gifts from your favorite merchants.

These DMI members have already made plans to keep their doors open:

Ambiance; Antique Center; Art 211; Cottage Garden Floral; Crescent Jewelers; Designing Jewelers; Digger's Sting; Dolly's Crafts, Gifts & Memories; Finnott's; Grounded Specialty Coffee; Howes Diamond Jewelers; La Crosse Clock; The Lamplighter; Lutheran Bookstore; Noelke's; The Pearl; Rose Jewelers; Satori Arts; Scott Joseph Menswear; Simply Living; TJ's Cheddarheads; Touch of Class; The Wedding Tree; The Wine Guyz.

If you have not contacted either Kim Pretasky at Touch of Class, 784-2640, or the DMI Office at downtownmainstreet@centurytel.net or 784-0440, **do so no later than October 20** to be included on the event poster, as well as a master list to be distributed to all DMI members.

Watch for a complete list in the *DMI Member News Link*, or call the DMI office at 784-0440, to have a copy sent to you.

Also on November 10, the La Crosse Public Library will hold their annual Give-a-Gift fundraiser from 4:00 to 7:00 p.m. The patron gets to choose and purchase new items to be added to the Library's collection. A wide variety of subjects and prices ranges will be available. Please support this organization that brings visitors to our downtown.

To enhance the evening's festivities, funds are being raised to be able to provide free trolley rides for shoppers from 4:00-9:00 p.m. Please consider a contribution of any amount. Contributors will be acknowledged in the *Historic Downtown La Crosse Update*. Contact Kim Pretasky at 784-2640.

If you can't decide what would make the perfect gift for that special someone, remember that Historic Downtown La Crosse gift certificates are available in \$5, \$10, and \$25 amounts. Call the DMI office at 784-0440 with your order.

Noteworthy Dates:

Sat., October 14, D.A.R.E. Chili Cook-off, 11:30 a.m.-1:30 p.m., Oktoberfest grounds.

Thurs., October 19, DMI Promotions Committee, 8:00 a.m., Chamber of Commerce board room, 712 Main.

Wed., October 25, Business Over Breakfast, 7:30 a.m., Chamber of Commerce board room, 712 Main. This month's topic is "Implementing an Internet Strategy to Enhance Sales." See the attached flyer for details.

Mon., October 30, Mississippi Queen shore stop at Riverside Park, 1:00-5:00 p.m.

Sesquicentennial Calendar

Saturday and Sunday, October 14-15, 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 the DMI web site, www.historicdowntownlacrosse.com.

Saturday, October 14, dedication of A Simpler Time statue, Riverside Park, 9:00 a.m.; placement and dedication of the Sesquicentennial Time Capsule, Spence Park, 10:00 a.m.; dedication of the Rodolf Building, 100 3rd St. South, as a historically and architecturally significant building, 11:00 a.m. High school bands will perform at each dedication.



Tuesday, November 14, dedication of St. John's German Reformed Church, 901 4th St. South, as a historically and architecturally significant building, 11:00 a.m.

For information on all Sesquicentennial events, visit www.lax150.com.

DMI program renewal underway

The Gift Certificate, Member Employee Discounts, and Convention/Conference Discount Programs are currently being renewed. DMI's member retailers and restaurants, as well as DMI member employers, should all have received a mailing recently. Be sure to respond by November 10 with your discount offer and/or the number of employees who will need the 2007 discount cards. Remember that only current members are eligible to participate. If you need more information, please call the DMI office at 784-0440, or email us at downtownmainstreet@centurytel.net.