



# La Crosse Area Planning Committee

*Metropolitan Planning Organization  
Serving the La Crosse/La Crescent Urbanized Area*

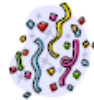
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**DATE:                    JANUARY 4, 2018**  
**FROM:                    JOE CHILSEN, MAYOR, CITY OF ONALASKA**  
**TO:                        LA CROSSE AREA PLANNING COMMITTEE**  
**SUBJECT:                JANUARY 17, 2018 LAPC ANNUAL MEETING**

The next meeting of the LAPC Policy Board will be **Wednesday, January 17, 2018 at 4:30 p.m.** at the **Two Beagles Brewpub, 910 2<sup>nd</sup> Ave N**, Onalaska, WI.

## **La Crosse Area Planning Committee Annual Meeting!!! You're Invited!!!**

Following a short business meeting and presentation, technical committee members and the public are invited to join the LAPC Policy Board for complimentary hors d'oeuvres in an informal setting. Hope to see you there!



### **AGENDA**

- 1. Approval of Minutes of the November 15, 2017 LAPC Meeting (Action Requested).**
- 2. Public comment relative to agenda items, with 5 minute time limit per comment.**
- 3. Resolution 1 – 2018 Amending the 2018 – 2021 Transportation Improvement Program (Action Requested).**

Resolution 1 – 2018 adds the following projects to the TIP and updates information on several existing projects:

- 243-18-017     IH-90, STH 16 to CTH C, Pavement & Bridge Replacement, Construction Anticipated in 2029.
- 243-18-018     IH-90, STH 157 Interchange Reconstruction, Construction Anticipated in 2029.
- 243-18-019     STH 16, Braund Street to CTH OS, Monotubes / Left Turn Lane Improvements. Construction after 2021.
- 243-18-020     Purchase One Minivan, Side Load. Riverfront Activity Center, Jackson, La Crosse, Monroe Counties (2018).

Please see the attached TIP project list.

- 4. Informational Presentation by Brent Hanifl, Director of Media and Marketing, La Crosse County Convention and Visitors Bureau.**

Mr. Hanifl will present "Explore La Crosse: Marketing the County through Festivals." 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 related to the 50+ area festivals.

- 5. Other business; Adjourn; Next meeting to be announced.**

Please RSVP to the LAPC office if you will be unable to attend.

The LAPC reserves the right to reconsider issues taken up at previous meetings. Documents are mailed to LAPC Policy Board members; please contact the LAPC office to obtain copies. If you have a disability and need assistance participating in this meeting, please contact Jackie Eastwood at 608.785.6141 or at [jeastwood@lacrossecounty.org](mailto:jeastwood@lacrossecounty.org) at least one week in advance of the meeting.

CC:	LAPC Technical Committees	News Media	Public Participation Process List
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