**Group 3: Field Trip Instructions For Group Leader**

Overview of Route:

* First story: Location 2, Story 4, Homelessness and the Cathedral (530 Main St.)
* Second story: Location 2, Story 5, Demolition at 6th St. and Main St. (609 to 615 Main Street)
* Third story: Location 4, Story 5, Racial Prejudice while Shopping Downtown (Corner of 4th St. North and Main)
* Fourth story: Location 3, Story 4, English Language Learners at The Pearl (207 Pearl St.)

General Tips:

* **Before you start the tour, save 1-844-432-7529, the *Hear, Here* number, to your phone and the students’ phones. When you are at the signs, call the number and type in the unique location number and story number listed above and on the sign when prompted in order to hear the recording.**
* If you cannot find a sign for any reason, but know you are in the right location, call the number and enter the location and story number listed above and don’t worry about finding the sign!
* Feel free to put the recorded story on speaker to listen with your group. Remind students that they can also read along with the transcripts included in this packet.
* If many students do not have mobile devices, reading the story out loud to the group is also an option.
* Engage students in conversation about their answers to the discussion questions as you walk between signs.

Instructions:

* Your group will be beginning at **Cameron Park** and will walk to the **Cathedral** for your first sign. From Cameron Park, head east on King Street past Wells Fargo Bank, and then turn left on 6th Street South. The sign for this story is in front of the Cathedral.
* Your second sign is across from the Cathedral, on the opposite side of the street near the **corner of 6th and Main**.
* Your third sign in **across from Duluth Trading Company** on the same side of the street as Deaf Ear Records. Head down Main St. towards the river. Cross 4th St, and then turn left, and you will see the sign near Deaf Ear Records. There are several stories on this side of the street; this story’s sign will be marked with Location 4, Story 5.
* The fourth sign, as well as your final destination, is at the **Pearl Ice Cream Parlor**. Continue heading down 4th St. passing Deaf Ear Records and The Root Note, and then turn right onto Pearl Street, and continue on Pearl Street until you see the Pearl on the right.

**Field Trip Questions Packet for Students**

Overview of Route:

* First story: Location 2, Story 4, Homelessness and the Cathedral (530 Main St.)
* Second story: Location 2, Story 5, Demolition at 6th St. and Main St. (609 to 615 Main Street)
* Third story: Location 4, Story 5, Racial Prejudice while Shopping Downtown (Corner of 4th St. North and Main)
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**Story #1: Location 2, Story 4, Homelessness and the Cathedral**

**Transcript**: You know, I’m gonna tell you a bedtime story. You know I was born, well, raised up as a Catholic. I went to parochial schools, I went to private high schools – all twelve of us did, I was adopted. When I started to be aware of my surroundings, you know this is my world view of people I seen a lot of homeless people. I just told myself, you know, I’m not gonna – hell no I’m not gonna be like that! Look at that, you know – disgusting! I ain’t got no money for you. Homelessness was learned, okay? It’s not that I just one day, you know, boom, became homeless. It’s a different survival mechanisms that you must use. You know, all the way, before I even went to school; being beat as a child was a survival issue. So, that – that’s going to be with me all my life. The problem, I mean the good thing out of it is I know how to survive.

Well, you could say I chose the lifestyle, it’s not only in La Crosse I lived this lifestyle. I mean, we’re talking about almost 39 states I lived this lifestyle. The only loving part was the, the churches. So I slept pretty much in the street. I slept in laundromats, I slept in stairwells, in the parks. I guess my major, uh, activity was panhandling. And that’s where it really, next, for the next four years I lived downtown.

The places I mostly stayed was at the Cathedral. They have a little, it was a garden back there that had like a chair and a table. And Father Gorman was the pastor; he did not mind. I told him I was Catholic from the start, and so I built up a rapport with him. So he let me sleep out there, and that was, um, Winter, Summer. You know when it got too cold I find me a stairwell. There were some people in the downtown area that would even bring me blankets, you know if they caught me, you know, sleeping on the landing.

The bad side was that I was, you know, still an outcast, you know; because you know, get a job, do this, do that. It’s like I have a college background, I have a homeless background, I have the jail background. I’ve been in their shoes, I’ve been out of their shoes.

My name is Martin Jude Peeples, I live here at 1918 Denton St. I’ve stayed here for four and a half years. My role to the community is not really much. That’s about as truthful as I can get. I don’t really have a role. Mostly I’m just undecided what’s gonna happen in my life, particularly you know, um, I am disabled. What is my sense of direction, I don’t know if I have one, you know – I used to. Pretty much that’s my story.

**Story #1 Questions**

1. What kinds of things can cause homelessness in our community? (Hint: think “big picture” here. Do we have enough affordable housing? What are some other factors that can contribute to homelessness?)

2. How can we help people experiencing homelessness in our community?

Bonus Question: What year was the original Cathedral of St. Joseph dedicated? (Hint: look at the front of the building near the doors)

**Story #2: Location 2, Story 5, Demolition at 6th St. and Main St.**

**Transcript**: We are standing at 609 to 615 Main Street. It was the former site of the Dr. Matthew Uhl row houses in La Crosse. They were built in 1871 by Dr. Matthew Uhl and he was a physician who had his practice just down the street. And this one was three stories but half the story was underground so at the time there was a little barber shop in the lower level and there had been some other retail stores in the lower level, and then the steps went up, so you were about a half a story up when you got to the actual living space.

The row houses stood until the early 21st century when a local developer had plans for a new condo development and wanted to use the site of the row houses and wanted to tear them down. So the buildings had been nominated in about 2000 as a city local historic site and designated by the City Heritage Preservation Commission. So in order for the developer to get the proper demolition permit, they had to apply to the City Preservation Commission for that permit. I argued that historic preservation and remodeling, rehabbing, was good economic sense and it was good for the community. The developer argued that it was too costly which is the usual argument against historic preservation and rehabilitation. The developer won, and of course I felt very sad that we were going to lose that building.

So when the demolition date came I was walking to work—I own my own historic building in downtown La Crosse—and I walked past and saw the bulldozers. Many years before I said, “The next historic building they take down I’m chaining myself to it, just to get some exposure and to get it out there so that people see what we have before it’s gone.” Now we can talk about it, but you can’t see it, and you can’t touch it, and you can’t live in it, and you can’t see the history of it. So I went to Kroner Hardware, right down the street from me, and bought a brand-new silver chain and a lock and chained myself to the building and I had a friend call the press. And I just said “I want people to see what we are losing before we lose it.” So I chained myself to the building, the press came, and the contractors called the police. And I had a chat with them. Their concern at the time—they knew I wasn’t trying to cause trouble—and that I just was just trying to make a point and wanted the exposure on the issue. They were concerned I would be hurt and asked if I would just chain myself to the other side of the building so that the debris wouldn’t injure me. And of course, I had a family and children at the time, so we kinda laugh about it. I unchained myself, and they watched me, go to the other side and chain myself onto that side of the building. I also brought along with me my plaque from my building, it was a historic plaque, and I set it with me and I had the ordinance on historic preservation, and just sat until I had to actually go pick up my daughter from school and had to end my protest.

The beauty in the natural and the built environment here is really unique and structures like this, that are no longer existent, they give our community its sense of place. It’s our sense of history. Where we’ve come from, where we are going as a community. The economic benefits of rehabilitation are documented everywhere around the country so that was always the argument used to demolish structures [the argument used to demolish is that there is no economic benefit to keeping old buildings and it’s less expensive to create new]. It can’t just be our love of something old, because that’s never what it was for me. It’s the people who built the building—it’s the old German workers that came here who put the bricks and mortar in—it’s the people who lived in those buildings—had their stores there for a hundred years—and it’s what we do after that that’s important.

My name is Chris Kahlow. I guess I’d like to say I’m a downtown business owner, a historic preservation and neighborhood preservation advocate in the city.

**Story #2 Questions**

1. What are two reasons why it might be important to preserve historical buildings?

Bonus Question: Kris Kalow, the narrator of this story, owns a coffee shop downtown on Pearl Street. Can you name this coffee shop?

**Story #3: Location 4, Story 5, Racial Prejudice while Shopping Downtown**

(This story is an interview that comes from the UWL Oral History Program at Special Collections Murphy Library.)

**Transcript**: ROBBIE MOSS: I think it did me a lot of good to come here to get a lot of prejudices out of me because I was full of it, you know, being from the South. But I find that the people are nice when you get to know them, but you could die in between time. (Laughter) That was my idea about it.

(Laughter continues)

LOCKETT (Interviewer): Yeah…

MOSS: Yeah. That’s the way it is. Once they get to know you, then they take you in, otherwise, as I said, you kind of just a lost ball. Unless you do have some real association. Like, my husband was a barber and of course he had a lot of associates and I got acquainted that way through some of his friends, his men-friends, who invited us to their homes, to their wives’ home, and all that. So, it wasn’t too bad, only as I said, I still felt that I was being looked down on or looked at too much. When I’d go downtown, I’d come home with a popping headache because I thought they were just looking at me, staring at me because I was Black, you know. But I found that that wasn’t really true. It could happen to anybody. Because I found myself looking at the Indian people the same way that the whites was looking at me. The Indian people was sitting all around Doerflinger’s store, right outside the doors, with their blankets and their wares around them. And I couldn’t help but stare at them because I had never seen anything like that before. So I found that that was half the thing, that people just looking at you because you are different and there are just a few of you around, you know. And I’ve kind of got that out of my system.

I remember going into just a plain place, a restaurant, it was a–

MOSS’ GRANDDAUGHTER: “Plain,” I like that. “Just a plain place.”

MOSS: (laughter) Well, a drugstore and a restaurant. And it was a Ford Hopkins, it was on Fourth and Main. I went in there one day, all alone–and I hadn’t been here many years then–but anyway, anything I called for, they didn’t have it. So I finally caught on that that was giving me a hint that, you know, “You’re not wanted.” So I finally got and went out. But that’s the biggest thing that ever happened to me, that I really felt that they was giving me the brush off, you know. Trying to get rid of me.

MOSS’ GRANDDAUGHTER: Sometimes they do it and you don’t think about it, you know (laughter), until after you walk out. And then you want to go back and break windows or something!

MOSS: Well, I called for several things and they didn’t have anything!

MOSS’ GRANDDAUGHTER: –sitting in your car, and you’re thinking about it! And then other times right off, you know, I’m ready to start yelling right away and have my own little, one-person riot. And then, you know, walk out after that! Which I have done! (Laughter) But, I don’t know, I think after being here, that I’ve become more prejudice than I was when I was at home.

MOSS: Really? Well, I got a lot of it out of me because I feel that a lot of people, they understand me and I understand them, I think, now. Better than I did when I came here.

MOSS’ GRANDDAUGHTER: And I’m not sure– I don’t know.

LOCKETT: Well, you’re one of the pillars of the community now. I mean, they don’t dare to say the wrong thing to you–

MOSS: Oh, yeah. Well, they wouldn’t say it to me, but they could say it where I’d get it. But, as I say, I really understand people better than I did–

MOSS’ GRANDDAUGHTER: Well, you’re a feisty little person too, Grandma. You don’t take too–(Laughter) She don’t take anything either!

**Story #3 Questions**

1. This story talks about how everyone has prejudices. What can we do to overcome those prejudices?

Bonus question: What was the name of the business that used to be in the building that Duluth Trading company is now in? (Hint: look at the building itself)

**Story #4: Location 3, Story 4, English Language Learners at The Pearl**

**Transcript**: I am standing on 2nd Street South. I’m right in front of the Pearl Ice Cream Parlor right next to Grand Hotel and the art store and it’s right in front of my favorite restaurant Buzzard Billy’s. The first time I came to the Pearl it was when I was a first year student at La Crosse. I had the welcome orientation form International Student Office and we got to do all the campus tours and the La Crosse downtown tours, we got to ride the Mississippi Queen ships and stuff.

I don’t remember most of it but I remember the Pearl and how we got there, it was so remarkable and I was with my International Peer Advisor, IPA, and she told me that this is one of the best ice creams they sell in La Crosse. So we walked down here and tried to get an ice cream and it was so funny ‘cause they had all the ice cream menus up there be we couldn’t see it ‘cause all of us, it’s like the first time we came to La Crosse, and none of us are English speakers so like we were struggling.

Also Pearl Ice Cream, had two doors, like not only one, the second one sells coffee so like we got so confused of which door was the right one. And we finally figured out the Ice Cream is the first one, the pretty one. Me and my friends like we don’t know what to do with it so we just go with a basic, the vanilla boring ice cream because that’s the basic we can get so we don’t embarrass ourselves and can save face. I remember I was very confused but I felt very cozy because this is a small place that we could bond together in. It was a unique experience and then the ice cream was *good*.

Actually this semester I got a chance to be an IPA, an international peer advisor, and I took them to the Pearl for the first time. We came in and then got the ice cream before we went on the Mississippi Queens and then we rode the Mississippi Queen and coming back to campus by foot or by bus, it depends on what they want, but normally we stop at it again because people love it so we normally visit twice during orientation week.

And all the Japanese students we like “Oh, this is the Pearl Ice Cream that Obama went to in 2008” and I’m like “Yes, that is correct.” The Pearl, it was I think since Obama went and, since you know La Crosse is considered a small city and they got surprised that Obama actually went because you know he’s one of the, you know like really big, popular celebrities in the United States and everyone knows. And they were like pleased that they can actually have an indirect experience of what he did here. So they actually put more meaning towards, to the “Yeah, I did something that a famous person did” than “Oh, yeah because of politics” you know?

My name is Rina Jeong and I am an international student. I am from South Korea it’s also known as the Republic of Korea. And I am a UW-L student who is seeking a Psychology major and teaching English as a second language minor.

**Story #4 Questions**

1. What kind of challenges did Rina experience as an international student from South Korea?

2. What other kind of challenges do people face in La Crosse when English is not their first language? How can we help them overcome these challenges?

Bonus Question: Which president visited The Pearl?