



City of La Crosse
Neighborhood Revitalization Committee
2017-2018 ACTION PLAN WORKSHOP

Emerging Opportunities

- Senior Centers
- Flood Hazard Mitigation Planning
- RWJF Grants-Cultural Enclaves
- Single Family Home Preservation
- Retail Closures and Mixed Use Neighborhoods
- Neighborhood Greenways
- Corridor Planning-53 and South Ave
- Housing Rehab Challenges

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Vision Highlights

- Link between NA's and City Council
- Neighborhood Issues with City-wide Ramifications
- Mixed Use Neighborhoods-2 Year Goals

Vision Statement Basics

- A one-sentence statement describing the clear and inspirational long-term desired change resulting from an organization or program's work.
- 15 words preferred

Vision Statement Alternative

- Positively Impact City-Wide Neighborhood Policies, Serving as the Link Between Neighborhood Associations and Policymakers.

Mission

- A short statement of an organization's purpose, identifying the scope of its operations:
- Target market
- Product or service
- Distinction

NRC Mission

- The purpose of the *Neighborhood Revitalization Commission* is to act as an advisory body to the Common Council in implementing the Comprehensive Plan (primarily the Neighborhoods and Housing Element), the *Neighborhood Revitalization Commission* Action Plan, and any recognized Neighborhood Association Plans.

The *Neighborhood Revitalization Commission's* purpose is also to support and provide education to, as well as advise on policy for all of the City's neighborhoods.

Exercise



2017-2018 Goals

OVERARCHING-GENERAL PUBLIC RELATIONS AND POLICY INFLUENCE

1. Hire Volunteer Marketing Persons/Intern
2. Provide Marketing Assistance to Neighborhoods
3. Research and Recommend Parking and Land Use Policy

2017-2018 Goals

Building Social Capital

1. Organize Neighborhood Celebrations and Social Events
2. Positively Influence Mayor's Expo
3. Connect with Realtors, Landlords, Apartment Association
4. Outreach to At-Risk Populations in Neighborhoods

2017-2018 Goals

Housing and Economic Development Assistance

1. Provide Updates of Homeless Coalition and Add Value/Resources
2. Provide Resources for Neighborhood Businesses
3. Market Paint and Fix Up Programs/ReNew
4. Parking and Land Use Policy Action

2017-2018 Goals

Code Enforcement and Public Health, Safety and Welfare Policy

1. Support Drug and Addiction Actions
2. Influence Senior Center Futures
3. Policy Influence on Absentee Landlords
4. Support NRO's
5. List Resources for Individuals-Financial, Food, Insurance, Substance Abuse

2017-2018 Goals

Other

1. Neighborhood Asset Mapping and Support
2. Neighborhood Leadership Training
3. Promote Mixed Use Neighborhoods
4. Land Use Policy-Code of Ordinances Influence