

## **Craig, Sondra**

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**From:** Trost, Jennifer  
**Sent:** Monday, October 11, 2021 3:07 PM  
**To:** Craig, Sondra  
**Subject:** Fw: Agenda Items 21-1190 and 21-1192 and "Support Rezoning the Property at 2575 7th St".

fifth of seven

Jennifer Trost (she/her)  
Council Member, City of La Crosse District 11  
608.360.2482

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**From:** Eitland, Geoff <Geoff.Eitland@taylor.com>  
**Sent:** Thursday, October 7, 2021 3:13 PM  
**To:** Trost, Jennifer  
**Subject:** Agenda Items 21-1190 and 21-1192 and "Support Rezoning the Property at 2575 7th St".

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Thank you for your time and willingness to read this brief communication. I understand that city council representatives will be reviewing this proposed project and I simply wanted to share a personal / family perspective for your consideration.

Discussions regarding care for the elderly, the costs associated, and the challenges ahead as a large number of us age to the point of needing the level of assistance Riverside offers is all too often a "talking point", three minute news story, or a brief writeup (all of which seem to attract political narratives to lobby for or against change.) It always amazes me that the vast majority of those discussing the issues have never experienced them personally. I was one of those people until my Mom and my wife's parents physical and mental conditions declined to such a degree that facilities such as Riverside are their only, most effective, and safest solution. These are good people, worked decades in the community, paid their taxes, supported causes, and loved being here and experiencing it. The proposal that you are considering allows that to continue to happen especially for those who need help.

Please don't think of it as an IOU because we don't feel we are "owed" anything . . . but rather consider it the RIGHT thing to do for every person, spouse, family member and friend who deserves and depends on Riverside and similar facilities. They help families be "stretcher-bearers" for those that we love.

We wholeheartedly support the proposal and the benefits the facility would provide.

Thank you.



**Geoff Eitland - Vice President Category Management**  
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