

## Craig, Sondra

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**From:** City of La Crosse Notices - No Reply  
**Sent:** Sunday, February 8, 2026 12:20 PM  
**To:** Craig, Sondra; Elsen, Nikki; Janssen, Barb; Kahlow, Chris; Sleznikow, Larry; Trost, Jennifer; Mindel, Mackenzie; Dickinson, Tamra; Goggin, Erin; Steele, Annette; Washington-Spivey, Shaundel; Weston, Lisa; Newberry, Aron; Bedford, Crystal; Padesky, Gary; Stine, Olivia; Northwood, Rosanne  
**Subject:** City Council Contact Form: Re: Charter Ord – City Administrator (Common Council agenda 2/12/26)

Submitted on: 2/8/2026

Name: Maureen Freedland

Email Address: maureenfreedland@gmail.com

Is this related to a legislative agenda item: Yes

Agenda item number: Re: Charter Ord – City Administrator (Common Council agenda 2/12/26)

Subject: Re: Charter Ord – City Administrator (Common Council agenda 2/12/26)

MAUREEN FREEDLAND  
2641 SCHUBERT PLACE  
LA CROSSE, WI 54601

February 8, 2026

Re: Charter Ord – City Administrator (Common Council agenda 2/12/26)

Dear Members of the City Council:

As you know, the question of whether La Crosse should have a City Administrator has been actively debated at least since 2011. The La Crosse City Administrator question was on the April 3, 2012 ballot and the measure was defeated, with 60.15% voting no and 39.85% voting yes.

I was part of a group organized by Councilmember and later Council President Dick Swantz to support the 2012 referendum question. I clearly recall that the question divided along personal and even political lines, such as who liked which mayor and who did not, with a great deal of mingled convoluted information. Vocal members of political parties if not the parties themselves became involved. Frankly, it was a mess.

Since that time, informally and formally, the issue has been studied, debated, studied, and debated some more, with significant public and professional engagement. There is a legion of well-articulated reasons how an Administrator can add value to the City of La Crosse including its budget, strategic planning, business development, and opportunity for citizen input.

It is time for the La Crosse City Council to decide whether to have an Administrator. This has been a well-studied issue for many years. It should not be a personality or a political issue. By delaying, and even throwing a referendum scenario out on the table as the decision-maker, political animosity and dissatisfaction will only deepen as opportunities for the City of La Crosse diminish.

Several terms of broad city council membership have continued to develop and refine the issue. This should not go on forever. The recent J & A committee vote of 7-0 shows strong, informed bipartisan support. Let's let our

duly elected representatives decide, based on the years of investigation. Let's keep this issue to the facts, and not allow it to deepen further as a personality or political issue.

Respectfully,

Maureen Freedland  
2641 Schubert Place  
La Crosse, WI 54601