

Craig, Sondra

From: Goggin, Erin
Sent: Monday, November 10, 2025 10:53 AM
To: Craig, Sondra
Subject: FW: Vote for Alternative 2 - Downtown 3rd/4th Street
Attachments: Caledonia Street.pdf

From: Marissa Dickinson <marissadickinson@gmail.com>
Sent: Thursday, November 6, 2025 2:47 PM
To: Goggin, Erin <goggine@cityoflacrosse.org>
Subject: Re: Vote for Alternative 2 - Downtown 3rd/4th Street

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Hi Erin,

Thanks so much for your reply. You were the only council member who took the time to respond, and I really appreciate that.

My partner, Ryan, owns a handful of small businesses downtown, so I see every day how hard our local business owners and taxpayers work and the challenges they face, especially after COVID. Many of the people who used to work downtown and regularly eat or shop there are now working remotely, which has had a big impact. It's easy to grab dinner at a chain restaurant by the mall or order everything online, but doing that chips away at the fabric of our community and what makes it special. Supporting local truly matters and as the granddaughter and daughter of small business owners, I appreciate that more than ever.

I often make quick trips downtown to pick up a pizza from Big Al's or Pizza Dolorosa, get my haircut at 3rd Street Gallery or to pop in and support Touch of Class or the former Willow, which shuttered its doors this summer due to the difficult climate of operating a business, and let alone, in downtown La Crosse. Most often, I just need a convenient place to park for a short while. I recently stopped at UPS to drop off some packages, and the smell of urine coming from the parking ramp was overwhelming. Most definitely due to the homeless that were camped in the now closed Cameron Park. I know I'm not alone in avoiding the area if convenient street parking goes away and especially if parking means having to go into a ramp that feels unpleasant or unsafe.

If we lose our downtown businesses, we lose the very reason people come downtown in the first place and before long, it risks becoming a ghost town. The ongoing homelessness challenges have already driven many people away, and I worry it will only get worse with adverse decisions. While there may be a short term monetary incentive in adding bike lanes, the long term consequences are devastating. It rationally does not make sense.

On a very different note, I learned that you are the Goggin family my dad has mentioned from his childhood growing up on the Northside. I gave him a Storyworth subscription for a couple of years, and one of the prompts asked him to write about what it was like growing up on Caledonia Street. I've attached what he wrote - it might give you a laugh. Just last night he was sharing what wonderful people your parents were.

I also heard you played a key role in helping save the Harry J. Olson Senior Citizen Center. My grandpa Don used to play cards there all the time. It was one of his “third places,” if you’ve read Rick Kyte’s book, and I’m sure that kept him active and sharp for as long as we had him. What a gift to our older community members.

Lastly, even though I didn’t grow up on the Northside, I know how important places like the library and pool are to families in the area. I’m all for keeping those neighborhood resources alive and thriving.

Thanks again for your time and for everything you do for the community. You are making a difference.

Best,

Marissa Dickinson

On Wed, Nov 5, 2025 at 6:40 PM Goggin, Erin <goggine@cityoflacrosse.org> wrote:

Sorry for the late response. Your email went to my spam and it was released AFTER the vote at J & A last night. The J & A Committee voted for Alt 2 with only one Council Member (District 10) voting against.

Erin

Erin Goggin

District 2-City Council

From: Marissa Dickinson <marissadickinson@gmail.com>

Sent: Monday, November 3, 2025 9:09 PM

To: zzcouncilmembers@cityoflacrosse.org; Newberry, Aron <newberrya@cityoflacrosse.org>; Janssen, Barb <janssenb@cityoflacrosse.org>; Kahlow, Chris <kahlowc@cityoflacrosse.org>; Bedford, Crystal <bedfordc@cityoflacrosse.org>; Goggin, Erin <goggine@cityoflacrosse.org>; Padesky, Gary <padeskyg@cityoflacrosse.org>; Trost, Jennifer <trostj@cityoflacrosse.org>; Slezniow, Larry <slezniowl@cityoflacrosse.org>; Weston, Lisa <westonl@cityoflacrosse.org>; Mindel, Mackenzie <mindelm@cityoflacrosse.org>; Stine, Olivia <stineo@cityoflacrosse.org>; Northwood, Rosanne <northwoodr@cityoflacrosse.org>; Washington-Spivey, Shaundel <washingtonspiveys@cityoflacrosse.org>; Dickinson, Tamra <dickinsont@cityoflacrosse.org>

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Dear City Council Members,

As a lifelong supporter of La Crosse and someone deeply invested in the vitality of our downtown, I urge you to **reject any plan that removes on-street parking to make way for bike lanes**. Accessible and convenient parking is fundamental to the success of downtown businesses. Older adults (like my own parents), families with young children, and individuals with mobility challenges especially depend on being able to park close to their destinations.

Eliminating on-street parking will discourage people from visiting downtown and jeopardize the economic heart of our community. When parking becomes inconvenient, visitors will shop and dine elsewhere, putting local businesses at a steep disadvantage.

The situation on 2nd Street offers a clear warning. The general sentiment has not been positive - valuable parking near the renovated La Crosse Center was removed, and the resulting bike lanes see little use. In a city with a limited biking season, this approach is impractical. As an avid biker myself, it's time to apply common sense.

For these reasons, **I firmly support Alternative 2**, which maintains existing parking and keeps downtown accessible to everyone while still allowing room for future discussions on infrastructure improvements. **Please prioritize policies that safeguard downtown businesses and preserve La Crosse's economic vitality.**

Thank you for your time and your service to our community.

Sincerely,
Marissa Dickinson
