

Craig, Sondra

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To: Schadeberg, Kristen; ZZ City Clerk External
Subject: City Administrator Support

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Mayor Reynolds and Common Council,

I am writing to express my strong support for the creation of the City Administrator position in La Crosse.

As I mentioned during the J&A meeting last week, I fully endorse this initiative. Since Mayor Reynolds first brought up the idea in his State of the City address last January, I've been giving it a lot of thought. Initially, I was unsure, as I hadn't heard much about the role before. But the more I learned, the more it made sense. It's a smart, practical solution for a city like ours. Frankly, it was surprising to realize that we don't already have a "COO" type role. As I've come to understand the broad and nearly impossible responsibilities currently placed on the Mayor, it makes me wonder why we've waited so long to act.

Reading our comprehensive plan fills me with excitement for what this wonderful city can grow into. But if we truly want to reach that vision, we need to be serious about how we manage our operations now. I believe the best way to set us up for future success is by bringing in a City Administrator as soon as possible.

I understand the concerns about adding expenses to an already tight budget. For a moment, that gave me pause as well. But then I realized that part of the reason we're facing these budget challenges is due to short-term thinking and decision-making. This budget situation should serve as a wake-up call—an opportunity to bring on a City Administrator who can help us plan for the long term and manage our human, financial, and capital resources more effectively in the face of difficult headwinds.

I appreciate that La Crosse isn't breaking new ground with this discussion. The City Administrator role has been successfully implemented in municipalities across Wisconsin.

Looking ahead to the next mayoral election, I've been considering the difficult decision that city residents will have to make. On one hand, voters are looking for a mayor with a clear vision for the city's future in a shifting political environment. On the other hand, the role requires someone capable of managing the day-to-day operations of the city. It's almost impossible for voters to assess whether a prospective mayor would excel as a "COO" without the kind of thorough interview process and reference checks you'd expect for such a role. We need to separate these two functions.

In conclusion, I want what is best for La Crosse, and I firmly believe that creating a City Administrator position is the best path forward for our city.

Respectfully,
Andrew Ericson
La Crosse

