

Craig, Sondra

From: City of La Crosse Notices - No Reply
Sent: Tuesday, July 28, 2026 4:32 PM
To: Craig, Sondra; Elsen, Nikki; Janssen, Barb; Kahlow, Chris; Slezniow, 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: Support for the Proposed City Administrator Ordinance

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Submitted on: 7/28/2026
Name: Megan Howard
Email Address: megsjhoward@outlook.com
Address: 2700 Beyer Rd. Onalaska, WI
Municipality: City of La Crosse
Is this related to a legislative agenda item: Yes
Agenda item number:

Subject: Support for the Proposed City Administrator Ordinance

Dear Members of the La Crosse Common Council,

I am writing to express my support for the proposed City Administrator Ordinance.

As someone who has spent my career helping organizations build strong leadership teams and effective operating structures, I believe governance and day-to-day management are two very different responsibilities. The strongest organizations recognize that distinction, and I believe our city would benefit from doing the same.

La Crosse is no longer a small community with simple operational needs. Managing infrastructure, economic development, housing, public safety, and a budget of more than \$70 million requires dedicated executive leadership focused on execution, coordination, and long-term planning. That allows elected officials to do what they were elected to do: set policy, represent constituents, and establish the vision for our community.

One of the greatest advantages of a professional City Administrator is continuity. Businesses value consistency because it creates confidence, improves communication, and helps projects move forward efficiently. Stable administrative leadership can provide that same consistency for residents, developers, employers, and community partners, even as elected leadership changes over time.

In human resources, we often say that organizational structure either enables success or creates unnecessary barriers. As organizations grow, expecting one individual to effectively serve as both the strategic leader and the day-to-day operational manager becomes increasingly difficult. Successful organizations adapt their leadership structure as their responsibilities become more complex, and I believe cities are no different.

La Crosse has tremendous potential. I believe adopting a professional management model is an investment in better execution, stronger collaboration, and a more responsive local government that will serve our community well for years to come.

Thank you for your service to our community and for your thoughtful consideration of this important decision.

Respectfully,
Megan Howard
Human Resources Executive