

Craig, Sondra

From: Kim Pretasky <kim@touchofclasslacrosse.com>
Sent: Thursday, November 13, 2025 1:47 PM
To: ZZ Council Members
Subject: preserving on street parking

*** **CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. ***

Hello council members, although I spoke at the public hearing in favor of preserving ON STREET parking I would like to voice my opinion again. Having a long time small business in downtown La Crosse, I know first hand how critical plentiful ON STREET and free parking in the ramps is. Having easy access to businesses is crucial to our success. Most of the businesses affected by your decision are small, locally owned "Mom & Pop" establishments. We pour our heart, soul and resources into our businesses and are proud to be a part of our thriving downtown community. I believe it is what makes our City unique. We want people to stop, park and patronize our local businesses. Not so long ago downtown was fairly deserted. The mall came in and everyone went there to shop and dine. One of the reasons was plentiful and free parking. The mall is no longer a threat to our downtown but online shopping certainly is. In order to continue to have successful businesses we need to preserve the little ON STREET parking we do have.

During the discussion that followed the public hearing there was a comment made about doubting that any business would go bankrupt due to removal of the parking on 3rd & 4th Streets. I would like to respond to that by saying, first, it is presumptuous to assume that all businesses are successful enough to withstand the removal of parking. Further, with diminished access to parking many businesses may decide not to continue to invest in their downtown locations and either close or move elsewhere.

I urge you to vote for Alt 2 which will preserve ON STREET parking.

Respectfully,

Kim Pretasky



312 Main Street

La Crosse, Wisconsin 54601

608-784-2640 or 877-784-2630

kim@touchofclasslacrosse.com

www.touchofclasslacrosse.com

Like us on [Facebook](#)

[Sign up for our Email Newsletter](#)