

# GUNDERSEN HEALTH SYSTEM®

October 1, 2024

City of La Crosse  
Common Council  
400 La Crosse Street  
La Crosse, WI 54601

To Whom It May Concern,

Please accept this letter in support of the charter ordinance to create section 19 of Appendix A of the Code of Ordinances of the City of La Crosse creating the position, duties and responsibilities of the Office of the City Administrator and removing duties from the Office of the Mayor.

Many of the core issues our community faces—both the challenges and the opportunities—are long-term issues. These are conditions we will face for decades, not months or even years. A community our size needs operational guidance and certainty to advance addressing these issues as directed by the elected Council and the Mayor. The creation of a City Administrator position would allow for continuity in daily operations of the city and would bring expertise and professional training in the operations of critical services in local government including emergency services, public safety, intergovernmental relations, and community development. A City Administrator has the potential to further the efficiency and effectiveness of services in the City of La Crosse, allowing for continued leadership in the region and beyond. La Crosse is poised to continue its rise as a premier community in the Upper Midwest. Implementing a full-time City Administrator will help advance that rise, allowing our elected leaders to focus on vision and policy while the Administrator manages operations. This will help city government be even more responsive to all citizens.

Gundersen Health System—becoming Emplify Health—experiences firsthand many ways municipal services and operations of the City of La Crosse impact our patients, staff, and the community. I appreciate your thoughtful attention to this request and ask you to support and advance this proposal. Please do not hesitate to contact me if you have any questions or concerns.

Sincerely,



Heather Schimmers  
President, Emplify Health, Gundersen Region