



## PLANNING AND DEVELOPMENT

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512

March 6, 2018

### Memo

**To: Neighborhood Association Officers**

Goosetown, Grandview Emerson, Bluffside, Holy Trinity Longfellow, Washburn, Powell Poage Hamilton, Weigant Hogan, Clayton Johnson Springbrook, Lower Northside Depot, Logan Northside, Hintgen, Downtown(pending)

**From: Jason Gilman, AICP, Director of Planning and Development**

**RE: Planning Department Resources and Support**

Dear All:

This memo provides some guidance on staff support and other resources the City Planning and Development Department can offer your Association in response to recent questions about the City's support of Neighborhood Associations.

### Staffing

Currently we have the following staff assigned to the associations to provide support:

Bluffside	Jack Zabrowski	<a href="mailto:zabrowskij@cityoflacrosse.org">zabrowskij@cityoflacrosse.org</a>
Grandview Emerson	Tim Acklin	<a href="mailto:acklint@cityoflacrosse.org">acklint@cityoflacrosse.org</a>
Hintgen	Tim Acklin	<a href="mailto:acklint@cityoflacrosse.org">acklint@cityoflacrosse.org</a>
Holy Trinity Longfellow	Caroline Gregerson	<a href="mailto:gregersonc@cityoflacrosse.org">gregersonc@cityoflacrosse.org</a>
Logan Northside	Jason Gilman	<a href="mailto:gilmanj@cityoflacrosse.org">gilmanj@cityoflacrosse.org</a>
Lower Northside Depot	Andrea Schnick	<a href="mailto:schnicka@cityoflacrosse.org">schnicka@cityoflacrosse.org</a>
Powell Poage Hamilton	Caroline Gregerson	<a href="mailto:gregersonc@cityoflacrosse.org">gregersonc@cityoflacrosse.org</a>
Springbrook Clayton	Jason Gilman	<a href="mailto:gilmanj@cityoflacrosse.org">gilmanj@cityoflacrosse.org</a>
Washburn	Lewis Kuhlman and Dawn Reinhart	<a href="mailto:kuhlmanl@cityoflacrosse.org">kuhlmanl@cityoflacrosse.org</a> <a href="mailto:reinhartda@cityoflacrosse.org">reinhartda@cityoflacrosse.org</a>
Weigant Hogan	Lewis Kuhlman	<a href="mailto:kuhlmanl@cityoflacrosse.org">kuhlmanl@cityoflacrosse.org</a>
Downtown	Andrea Schnick	<a href="mailto:schnicka@cityoflacrosse.org">schnicka@cityoflacrosse.org</a>

Our staff have been directed to make themselves available to your association on an “on-call, as needed” basis for support, for special projects, questions about planning, research, etc.

Our staff supports nearly 45 committees and organizations in addition to their project work and daily tasks, so we want to make sure their time is used effectively and judiciously. In addition, staff are not intended to take the place of the necessary development of social capital of the association; an important aspect of the resiliency of these grass roots organizations.

JASON GILMAN, AICP, PLANNING & DEVELOPMENT DIRECTOR  
TIM ACKLIN, AICP, SENIOR PLANNER - HERITAGE PRESERVATION  
LEWIS KUHLMAN, AICP, ENVIRONMENTAL PLANNER  
ANDREA SCHNICK, ECONOMIC DEVELOPMENT PLANNER  
SARA OLSON, CLERK STENO

CAROLINE GREGERSON, COMMUNITY DEVELOPMENT ADMINISTRATOR  
DAWN REINHART, NEIGHBORHOOD HOUSING DEVELOPMENT ASSOCIATE  
TARA FITZGERALD, FEDERAL PROGRAMS ACCOUNTING TECHNICIAN  
KEVIN CLEMENTS, HOUSING SPECIALIST  
KEVIN CONROY, HOUSING REHABILITATION SPECIALIST

Please communicate to your assigned staff person when needed to advise them of your desire to have them available for meetings or support.

### **Funding**

**General Project Funding.** Funding generally varies widely for associations based upon adopted plans and programs affecting various geographic areas of the City. The City's TIF districts for example affect those designated districts where infrastructure investment was determined to catalyze private investment. These districts typically also include an area of influence ½ mile beyond district boundaries. Community Development Block Grants (CDBG) can support a wider geography for housing replacement and rehabilitation, however some HUD-CDBG programs target only qualifying census tracts. Capital Improvement Funding (the City's annual borrowing for infrastructure investment primarily), can also be used throughout the entire City, however, priorities are determined each year through evaluation and analysis of needs for replacement, maintenance, new construction and public-private partnerships. The City also allocates \$375K to neighborhood associations on an annual basis to promote grass roots identification of needs in the neighborhood areas. Two neighborhoods are selected annually for this program. The active recipients of this program include Weigant Hogan and Bluffside (2018 recipients), Logan Northside and Holy Trinity Longfellow (2017 Recipients), Goosetown and Grandview Emerson (2016 Recipients).

**Mailing.** The City increased its funding from \$1,000 to \$6,000 annually for neighborhood mailings. Neighborhood Associations can coordinate with their assigned planning staff person to make use of these funds. Remember this fund is inclusive of printing, mailing and labeling, so the larger the mailing, generally, the more cost. Recent mailings range from \$.25 to \$.45 per unit for printing and mailing. Your staff person can assist you with printing layout, printing and postage. Some savings can be arranged by working with a partnering non-profit also. This funding is available first come-first serve. Additional savings can occur if volunteers are available to hand deliver notices.

**Grantwriting.** There may be opportunities for staff to assist you with grantwriting as well. If you have a special project your association is working on that could use additional funding, discuss grant opportunities with staff.

### **Other Resources**

**Website.** The City currently manages a neighborhood association web portal at: <http://www.cityoflacrosse.org/planning/neighborhoods>, with links to all the association pages, case studies of various association project work, mapping, partner organizations and other useful tools.

The City also regularly engages with a variety of neighborhood groups and can provide your association with resources on issues such as growing social capital, fund raising, land use planning, neighborhood data and mapping support.

Staff can also provide advisement and/or facilitation for gathering public input, practices for sustaining the organization, project research and adopted plan resources.