

Craig, Sondra

From: City of La Crosse Notices - No Reply
Sent: Thursday, July 30, 2026 11:12 AM
To: Craig, Sondra; Elsen, Nikki; Janssen, Barb; Kahlow, Chris; Slezniak, 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: City Administrator

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Submitted on: 7/30/2026
Name: Elaine Yager
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Municipality: City of La Crosse
Is this related to a legislative agenda item: Yes
Agenda item number:

Subject: City Administrator

Good Morning,

Recently, there has been a lot of renewed discussion about hiring a City Administrator. As someone who has worked with cities across the country over the years, I can personally say that every city that has a City Administrator was easy to work with. You had a main person to be a liaison between you and city personnel. This position in no way diminished the role of the Mayor or elected officials in those cities, each position plays a strategic role for the city. This allows the Mayor and elected officials to focus on policy and community priorities. I do feel strongly that the hiring of this position is crucial that we recruit assistance from WMCA. There assistance is a critical piece of the process, providing vetting of candidates and candidate referrals for you to interview. Getting the right person for the job is key to their success. While this position is not a voted in position, it is one that requires the person have credential's that fit the job at hand. Given La Crosse's size and complexity, a professional administrator can bring consistency, as they are not subject to electoral changes and bring the skill set to work through the many challenges at hand.

La Crosse is at a critical point, growth is essential for both business and housing opportunities. This growth brings a stronger tax base and change that can keep our region competitive. An administrator will help streamline coordination between departments and improve execution, making it easier for businesses to work with the city to get projects approved and finished on time. Organizations need a "CEO" to run the ship, this position gives us that.

I am hopeful you will collectively get this to the finish line. Thank you for your time on this matter.

Best Regards, Elaine