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Sent: Friday, November 8, 2024 1:46 PM
To: ZZ Council Members
Subject: City Administrator working group subcommittee

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Dear Council,

One of you sent me the link to the video of the J&A and I just got done watching that entire part about the City Administrator working group. I find it very interesting that the people who think the whole notion of a subcommittee is a waste of time are all first term rookies who have not been around to remember the absolute PR disaster (and the year and roughly \$200,000 that got wasted) with the failed La Crosse Center veto override from back in 2018. I got to be the human shield on that one, partly because staff were not following my direction despite my position as the council member appointed to the Center board. I was getting sometimes up to a dozen pieces of hate mail a day in my Council mailbox, for weeks on end. Nasty phone calls from really mean people. People from the public didn't want to hear any explanation, they just wanted to express their own opinion at me and let me know how stupid and horrible I was. People were downright abusive, even in person face to face. The online comment section got so vile that News 8 had to start turning live commenting off at one point during the live broadcast of the council meeting (I can't remember another City issue that that happened).

What was missing from your discussion was that the core of your outreach needs to be LISTENING to the PEOPLE, not lecturing to them. Take live questions from the public and have someone present who can provide intelligent answers on the spot, not a "we'll get back to you". Listen to why people still oppose an administrator, try to understand them. And that is something you need to do as an organized formal effort with ample public promotion and accessibility. There was absolutely nothing I could have done as a Lone Ranger council member that would have led to any different outcome with the La Crosse Center, so again, that suggestion reflects a lack of political experience.

I don't have a strong opinion on whether we get an administrator or not, I just want to spare you a dumpster fire if I can.

Jessica