



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Agenda

Economic and Community Development Commission

Wednesday, March 25, 2026

3:00 PM

Council Chambers

Call to Order

Roll Call

Approval of Minutes

Agenda Items:

[26-0306](#) Introduction of TIF Applicant - Lot 11 in River Point District, developer RyKey Properties

[26-0307](#) Update from The Parenting Place

[26-0289](#) Resolution regarding the administration and financial maintenance of American Rescue Plan Act (ARPA) funds received by the City.

Attachments: [Resolution](#)

[1st Amendment to The Parenting Place ARPA Agreement Years 3-4+](#)

[Legislative Staff Report](#)

[25-1069](#) Consideration and Possible Action on Housing Fund Policy Outline

Attachments: [25-1069 Housing Incentive Fund Outline Proposed Draft.docx](#)

[25-1069 Staff Report.pdf](#)

Adjournment

Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.

NOTICE TO PERSONS WITH A DISABILITY

Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to ADAcityclerk@cityoflacrosse.org, with as much advance notice as possible.



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 26-0306

Agenda Date: 3/25/2026

Version: 2

Status: Agenda Ready

In Control: Economic and Community Development Commission

File Type: General Item

Agenda Number:



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 26-0307

Agenda Date: 3/25/2026

Version: 1

Status: Agenda Ready

In Control: Economic and Community Development Commission

File Type: General Item

Agenda Number:



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 26-0289

Agenda Date: 4/2/2026

Version: 1

Status: New Business

In Control: Finance & Personnel Committee

File Type: Resolution

Resolution regarding the administration and financial maintenance of American Rescue Plan Act (ARPA) funds received by the City.

RESOLUTION

WHEREAS, the City of La Crosse received and accepted an allocation from the US Treasury for ARPA funds in 2021; and

WHEREAS, the US Treasury required these funds to be allocated and obligated by December 31, 2024, and the City of La Crosse fulfilled this deadline; and

WHEREAS, the deadline to fully expend these funds is December 31, 2026; and

WHEREAS, certain ARPA approved projects were completed under budget, and/or are projected to be completed under budget; and

WHEREAS, the US Treasury allows for reallocating these funds prior to the December 31, 2026 deadline if the specific ARPA guidelines are met; and

WHEREAS, City staff has consulted with Baker Tilly on the reallocation guidelines, process and appropriateness of this plan; and

WHEREAS, the Common Council previously approved the use of the ARPA Interest Funds for the Airport Fire Truck (Resolution 24-1255) in the amount of \$63,094.62 and a portion of the Zoning Code Update (Resolution 24-0403) in the amount of \$33,656.30.

THEREFORE, BE IT RESOLVED, the Common Council of the City of La Crosse approves reallocating the following amounts from approved projects:

- \$7,291.83 from the Consolidated Community Development Block Grant Plan project (Resolution 23-1375)
- \$200,000 from The Parenting Place's Child Care project (Resolutions 22-0805, 23-0690, and 24-0855)
- \$10,750 from the North La Crosse Business Association (NLBA) project (Resolution 24-1010)
- \$40,000 from the Floodplain Grant project (Resolution 23-0451)
- \$765 from Garage Vents project (Resolution 24-1371)

To

- ARPA Interest Funds (\$96,750.92)
- Zoning Code Update project (\$57,880.50) which will return the \$57,880.50 to the original source of funding which was 2020 Budget Carryover for the Comprehensive Plan project expenses incurred in 2022 and 2023
- ARPA Administrative Expenses and/or Provision of Government Services (\$104,175.41)

BE IT FURTHER RESOLVED, the balance of funds allocated for the Zoning Code Update project and Airport Fire Truck project from ARPA Interest Funds will be reallocated to Non-Lost Revenue ARPA funds.

BE IT FUTHER RESOLVED, the Common Council approves the attached amendment updating the budget of the current contract with The Parenting Place related to Resolution 24-0855.

BE IT FURTHER RESOLVED, the Common Council approves extending the timeline to June 30, 2026 for the NLBA project related to Resolution 24-1010.

BE IT FURTHER RESOLVED, the mayor and all appropriate City staff are authorized to effectuate this resolution.

**First Amendment to Child Care ARPA Agreement for Years 3-4+
with The Parenting Place**

This "First Amendment" is made and entered into between The Parenting Place ("Subrecipient") and the City of La Crosse, Wisconsin ("City").

Recitals

WHEREAS, the City made and entered an agreement with Subrecipient on the 16th day of July 2024 to facilitate the first two years of a multi-year comprehensive initiative to improving the wholistic childcare industry for all in the City of La Crosse: children, parents, providers, childcare employees, and community stakeholders; and

WHEREAS, the Subrecipient requests an amended budget and an overall reduction of \$200,000 to the contracted amount; and

WHEREAS, the parties desire to replace the "Budget" section in "Attachment A" provided in the original agreement with the "Budget" section found in this amendment; and

WHEREAS, the parties desire to amend the agreements herein, and adhere to the funding structure it delineates.

Agreement

NOW THEREFORE, the City and Subrecipient agree to amend the agreements herein to reflect the new "Budget" Section, reduce the contracted amount to \$1,020,000 and adhere to the funding structure it delineates.

IN WITNESS WHEREOF, this First Amendment is executed as of the date it is signed by both Subrecipient and City.

**SUBRECIPIENT:
The Parenting Place**

By: _____
Jodi Widuch, Executive Director

Dated: _____

**CITY:
The City of La Crosse, WI**

By: _____
Shaundel Washington-Spivey, Mayor

Dated: _____

Budget

Staff Benefits & Compensation	\$228,758	Staff to implement program 8/1/2024 – 12/31/2026 (includes wages and benefits for 1 FTE Coordinator position, limited data work and supervision/support)
Occupancy	\$18,721	Rent, communications, cleaning, depreciation
General Program Operations	\$19,502	Office supplies, copying/printing, postage, program supplies, dues/fees, risk insurance, audit
Mileage Reimbursement	\$3,785	Anticipated mileage reimbursement travel to providers, businesses, meetings
Professional Development	\$5,176	Training to increase skills and knowledge of staff
Administrative Compensation	\$28,124	Administrative and back-office support
Total Implementation	\$304,066	
Financial Support to facilitate workforce recruitment	\$100,000	Grants to bring child care centers back to full capacity and maintain full capacity
	\$25,000	Professional Development Support
	\$69,052	Onboarding and mentorship programs
Start-up, Expansion & Facility Retention Grants	\$434,750	Grants to support new businesses or expanding capacity of existing business and improvement of existing businesses to maintain regulation standards
Supports to Businesses	\$219,000	Stipends to businesses to support employee child care cost
	\$40,500	Stipends to support employee “off-boarding” plan
Marketing Campaign	\$54,558	To promote child care as a profession, importance of child care & sustainability of successful projects
August 1, 2024 to December 31, 2026 Project Cost	\$1,246,926	



CITY OF LA CROSSE

400 La Crosse Street
La Crosse, Wisconsin 54601
(608) 789-CITY
www.cityoflacrosse.org

LEGISLATION STAFF REPORT FOR COUNCIL

File ID Caption

Staff/Department Responsible for Legislation

Requestor of Legislation

Location, if applicable

Summary/Purpose

Background

Fiscal Impact

Staff Recommendation



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 25-1069

Agenda Date:

Version: 1

Status: Agenda Ready

In Control: Economic and Community Development Commission

File Type: Request

Agenda Number:

LA CROSSE WISCONSIN

PLANNING AND DEVELOPMENT

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

Housing Incentive Fund DRAFT

Purpose

The purpose of the Housing Grant Revolving Fund, now known as the “Housing Incentive Fund” and hereafter “The Fund”, is to make funding available for both affordable and market rate housing, including but not limited to missing middle housing. Since the approval of funds for this program in 2024, the City has begun to work toward implementation of the Forward La Crosse, The City of La Crosse 2040 Comprehensive Plan, the Housing Study, and the Consolidated Plan. The Fund serves as a key financing mechanism supporting the goals identified in these plans.

The Housing Study and the Comprehensive Plan identify the following three items as the main housing goals of the City:

- Increase the supply of owner and rental units affordable to households making less than the area median income
- Foster greater housing diversity through strategic infill development
- Create more housing opportunities attractive to La Crosse residents, especially households with children

The housing goals of the 2025-2029 Consolidated Plan are:

- Increase access to Affordable Quality Housing through
 - Homeowner housing added
 - Homeowner housing rehabilitation

Background

The Fund was approved in the 2024, 2025, and 2026 Capital Improvement Plans (CIP). Future contributions are being explored, particularly from sources that do not carry affordability requirements.

Funding

Through the CIP process, a total of \$2 million has been requested, with \$1.5 million approved through 2026.

Process

A Request for Proposals (RFP) will be issued to evaluate projects that align with the purpose of The Fund. All submissions will be reviewed by staff from the Planning and Development Department and presented to the Economic & Community Development Commission for approval. Policy and procedural updates will be reviewed by the Economic & Community Development Commission.



CITY OF LA CROSSE

400 La Crosse Street
La Crosse, Wisconsin 54601
(608) 789-CITY
www.cityoflacrosse.org

LEGISLATION STAFF REPORT FOR COUNCIL

File ID Caption

Staff/Department Responsible for Legislation

Requestor of Legislation

Location, if applicable

Summary/Purpose

Background

Fiscal Impact

Staff Recommendation