

Craig, Sondra

From: City of La Crosse Notices - No Reply
Sent: Tuesday, July 28, 2026 10:14 PM
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 Position

Do not reply to this email. This email is sent from an unmonitored account. Please send responses to the email address listed below.

Submitted on: 7/28/2026
Name: Julie Henline
Email Address: juliehenline42@gmail.com
Address: 329 Jay Street
Municipality: City of La Crosse
Is this related to a legislative agenda item: Yes
Agenda item number:

Subject: City Administrator Position

Dear Members of the La Crosse Common Council,

I am writing in support of establishing the position of City Administrator for the City of La Crosse.

I recognize this is not an easy decision. At a time when the City faces financial pressures, adding a senior leadership position deserves careful scrutiny. As stewards of taxpayer dollars, you have a responsibility to ask whether this investment will create lasting value.

I believe it will.

La Crosse is a regional economic center responsible for managing significant public resources, complex infrastructure, economic development, housing, public safety, and the many services residents and businesses depend on every day. Organizations of this size benefit from professional executive management that ensures priorities are carried out consistently and efficiently while allowing elected officials to focus on policy and representing the community.

Equally important, a City Administrator provides continuity beyond election cycles. Some of the City's most important opportunities require years of research, collaboration, and thoughtful implementation. I have personally worked with multiple mayoral administrations on downtown parking strategies that can serve the needs of the city, deliver improvements to downtown, garner support from district businesses and minimize public frustration. Each transition requires rebuilding context and revisiting work that has already been done. While new leadership brings valuable perspectives, the city also needs someone responsible for preserving institutional knowledge and maintaining momentum on long-term initiatives.

From a business perspective, this position should not be viewed simply as an added expense. It is an investment in better execution, stronger coordination, and greater accountability. Businesses routinely invest in experienced leadership because effective management produces better outcomes over time. The same

principle applies to city government.

La Crosse has tremendous potential. A professional City Administrator will help rebuild and ensure the city can capitalize on that potential with consistent leadership, operational excellence, and long-term focus.

I respectfully encourage you to support the City Administrator ordinance.

Thank you for your service and your thoughtful consideration.

Sincerely,
Julie Henline

Downtown Resident
Downtown Business Executive
RDA Committee Member
Former Downtown Mainstreet Board Member