

**Craig, Sondra**

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**From:** Maureen Freedland <maureenfreedland@gmail.com>  
**Sent:** Tuesday, February 27, 2024 11:23 AM  
**To:** ZZ Council Members  
**Subject:** Support of REACH Center rezoning

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Dear Members of the City Council,

I am writing in support of the rezoning of the REACH building.

I am a neighborhood advocate, thrilled that our city values urban residential and encourages families to stay in the city core -- while, at the same time, allowing a mixed urban environment in both North and South La Crosse, with opportunities for a variety of life activities -- housing certainly, but also some limited, well placed non-residential such as education and health care.

I am the Vice-President of the CouleeCap Board of Directors, so I've had a close look at how the REACH Center, with CouleeCap, Inc., 212 S. 11th Street, and its collaborative partners, have made super extraordinary efforts to be not just a good, but an excellent neighbor. CouleeCap actively wants to know if there are concerns. It takes very seriously all concerns brought to its attention, striving to ensure communication and that reasonable demands be met. It insists on cooperation with agreements it makes and conditions that are imposed. The Board of Directors takes time at meetings to inquire and be sure of this, and our Board will continue to do this.

I also write to you as the Vice Chair of the La Crosse County Health & Human Services Board. I know that medical care or social services guidance isn't a one-size-fits all, so the more intimate nature of the REACH Center is a blessing for some people. I am extremely aware of the huge deficit in dental care that our community and the entire state faces -- a true crisis even for lower income and Medicaid insured. It would be a compassionate endeavor for increased dental service offerings to be available.

On a personal note, I've had family members since 1995 utilizing the former Mayo healthcare building that the REACH Center now occupies. I've never, ever had difficulty parking. The calm, even comfortable nature of the building has helped family members to be more willing to receive services. We need more places like this. The building has had many important uses, as part of a mixed neighborhood, and it adds to La Crosse.

I urge you to work with CouleeCap, Inc. and its partners to allow the limited building modernization it seeks, so its highly needed and successful model of integrated health care can further thrive.

Respectfully,

Maureen Freedland

Vice President, CouleeCap, Inc.  
La Crosse County Board of Supervisors, District 4

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**Maureen Freedland**  
**2641 Schubert Place**

**La Crosse, Wisconsin 54601**  
**Tel. 608-796-1076**  
**[maureenfreedland@gmail.com](mailto:maureenfreedland@gmail.com)**