

A. Plan to improve neighborhood—Timeframe: 2021-23

Overall goal: Preserve neighborhood assets while addressing concerns

Goal	Actions/Strategies	Parties Involved	Indicators of Success— 2021 Activities
Build membership and member involvement in WHNA	Use door hangers to welcome new residents to the WHNA neighborhood to tell them about the association, how it benefits the neighborhood and encourage them to become involved. (2x/yr)	WHNA Board	We designed and hung door hangers at new residents homes 1X in 2021
	Promote monthly virtual general meetings on Facebook & NextDoor.	WHNA Board	Our virtual monthly General meeting promoted on the WHNA facebook page, Next Door and thru our mail Chimp Newsletter.
	Compose 30 second videos of WHNA members talking about why they like the WHNA neighborhood and the association.	WHNA Board	Board members each composed a 30 second video focused on why we like our neighborhood and being a part of WHNA. These were posted on our web page.
	Track member attendance at general meetings and member involvement in committees/projects.	WHNA Secretary/Treasurer	Attendance is taken at every monthly zoom meeting

	Recruit two new committee members the membership committee.	WHNA Membership committee	Unable to recruit new members. Committee is now inactive
	Research different strategies to engage potential members in WHNA.	WHNA Membership committee	Before it went inactive, the Membership Committee did this and made several suggestions to the Board
Maintain, and improve, the infrastructure within our neighborhood association boundaries	Work with the City of La Crosse to complete the new shelter in Weigent Park.	Weigent Shelter Committee	Members attended CIP budget hearings to advocate for additional funds for the shelter. \$200,000 was added to the budget and the project will be rebid early in 2022
	<ul style="list-style-type: none"> • Work with City to reduce speeds on Mississippi, Cass, Market and Jackson Sts. • Work with city to improve safety around the 19th/Jackson/Rt 33 intersection • Decrease the number of uncontrolled intersections within WHNA boundaries 	WHNA Infrastructure committee	<ul style="list-style-type: none"> • Our 2 Councilwomen walked Market and 16th Streets with Streets staff. WHNA and our Councilwoman advocated for a flashing beacon on 19th/Market. (Possible CIP request for 2022) DOT put in a flashing beacon on Jackson & 21st St • Safety around 19th/Jackson/Rt 33 intersection remains the same—No progress • Number of uncontrolled intersections within WHNA boundaries is being discussed. We hope for some improvements in 2022

	<ul style="list-style-type: none"> • Increase the number of intersections with crosswalks 		<ul style="list-style-type: none"> • Number of intersections with crosswalks within WHNA boundaries is being discussed
	Work with City staff, Council, NRC and City residents to enhance code enforcement with WHNA boundaries	WHNA Infrastructure Committee	No Progress
	Assist in planning, planting and maintaining the Hogan Victory Garden	Victory Garden Committee	Garden planted and maintained. We grew tomatoes, potatoes, lettuce, green beans ,cabbage, kale, yellow squash, onions, basil and radishes
<u>Goal</u> Maintain and improve the natural environment and green spaces within our neighborhood association boundaries	<u>Actions/Strategies</u> Continue to monitor and maintain pollinator garden at 19th and Mississippi	<u>Parties Involved</u> WHNA Environment Committee	<u>Indicators of Success</u> Pollinator garden was weeded & watered
	Conduct virtual Tree Selection Clinic in spring 2021	WHNA Environment Committee	Tree selection clinic virtually conducted and information was posted on our web site. https://whnalax.org/landing/environment/
	Conduct virtual or in person pruning clinic in fall of 2021	WHNA Environment Committee	The pruning clinic was not conducted

	<p>Monitor health and growth of WHNA sponsored trees in neighborhood</p> <p>Place timely tree/shrub care info on WHNA web site</p>	<p>WHNA Environment Committee</p>	<p>Timely information placed on WHNA website as needs arise . Tree care info posted on WHNA web site</p>
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