

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

Overall goal: Preserve neighborhood assets while addressing concerns

Goal	Actions/Strategies	Parties Involved	Indicators of Success
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	Increase in the number of WHNA residents who become involved in the association.
	Promote monthly virtual general meetings on Facebook & NextDoor.	WHNA Board	Increase in the number of WHNA residents who become involved in the association.
	Compose 30 second videos of WHNA members talking about why they like the WHNA neighborhood and the association.	WHNA Board	Increase in the number of WHNA residents who become involved in the association.
	Track member attendance at general meetings and member involvement in committees/projects.	WHNA Secretary/Treasurer	Increase in the number of WHNA residents who become involved in the association.

	Recruit two new committee members the membership committee.	WHNA Membership committee	
	Research different strategies to engage potential members in WHNA.	WHNA Membership committee	
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	Shelter completed
	<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	<p>Speeds on Mississippi, Cass, Market and Jackson Streets reduced</p> <ul style="list-style-type: none"> • Safety around 19th/Jackson/Rt 33 intersection improved • Number of uncontrolled intersections within WHNA boundaries is reduced

	<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 increases
	Work with City staff, Council, NRC and City residents to enhance code enforcement with WHNA boundaries	WHNA Infrastructure Committee	Number of homes with code enforcement violations within WHNA boundaries decreases
	Assist in planning, planting and maintaining the Hogan Victory Garden	Victory Garden Committee	Garden Planted and maintained
<p><u>Goal</u></p> <p>Maintain and improve the natural environment and green spaces within our neighborhood association boundaries</p>	<p><u>Actions/Strategies</u></p> <p>Continue to monitor and maintain pollinator garden at 19th and Mississippi</p>	<p><u>Parties Involved</u></p> <p>WHNA Environment Committee</p>	<p><u>Indicators of Success</u></p> <p>Pollinator garden maintained</p>
	Conduct virtual Tree Selection Clinic in spring 2021	WHNA Environment Committee	Tree selection clinic conducted
	Conduct virtual or in person pruning clinic in fall of 2021	WHNA Environment Committee	Pruning clinic conducted

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