

**NOTICE OF REFERENDUM
CITY OF LA CROSSE
NOVEMBER 3, 2026**

NOTICE IS HEREBY GIVEN that at an election to be held in the City of La Crosse, on November 3, 2026, the following proposed Ordinance will be submitted to a vote of the people:

AN ORDINANCE to create Section 2-422(c)(9) and Sections 2-496 through 2-500 of the Code of Ordinances of the City of La Crosse relating to the creation of the Citizens' Advisory Healthcare Action Committee.

THE COMMON COUNCIL of the City of La Crosse do ordain as follows:

SECTION I: Section 2-422(c)(9) is created to read:

(9) The Citizens' Advisory Healthcare Action Committee in accordance with division 4 of this article.

SECTION II: Sections 2-496 through 2-500 are created to read:

Sec. 2-496. — Purpose and Intent.

It is hereby declared that the health, safety, and welfare of the residents of the City of La Crosse are served by the regular, transparent, and public evaluation of healthcare affordability, accessibility, insurance and benefit coverage, and medical service availability. A recurring process for collecting public testimony, reviewing data, and evaluating policy impacts will assist the Common Council of the City of La Crosse and local elected representatives in identifying barriers to healthcare access and in recommending effective responses to such barriers. It is thus the purpose and intent to establish the Citizens' Advisory Healthcare Action Committee that will prepare a biennial Healthcare Action Plan, make recommendations to the Common Council, and provide a public process through which the opinions of the public will be heard and assessed.

Sec. 2-497. — Creation, Membership, and Organization.

(1) *Creation.* There is hereby created a Citizens' Advisory Healthcare Action Committee (the "Committee"), which shall consist of seven (7) members appointed by the Mayor, subject to approval by the Common Council, for staggered four-year terms such that not less than three (3) members are appointed in January of each odd-numbered year to commence on the first day of February. No salary or other compensation shall be paid to any member of said Committee for such member's services on the Committee.

(2) *Membership.* To the extent feasible, the Mayor shall appoint individuals who have the requisite research, analytical, and community engagement skills necessary to execute the powers and duties of the Committee, and who are representative of the diverse interests of City residents, such as healthcare workers, uninsured and underinsured community members, public health professionals, patient advocates, and organized labor. The Mayor may appoint nonresidents to the Committee, provided that not less than five (5) members of the Committee shall be City residents.

(3) *Officers.* The Committee shall elect from among its members a Chair and Vice-Chair, and may elect such other officers as it deems necessary. Officers shall serve for one year, or until their successors are elected. Officers shall be elected by majority vote of the members at the first regular meeting of the year. Any vacancy in the office of the Chair, Vice-Chair, or any other officers elected by the Committee shall be filled by majority vote of the Committee at the next regular meeting or any special meeting called for that purpose. The Chair shall preside at all meetings and promote the purpose, goals, and bylaws of the Committee. The Vice-Chair shall perform the Chair's duties when the Chair is absent or unable to act.

(4) *Bylaws.* The Committee may adopt bylaws and other rules of procedure governing the conduct of its meetings, the receipt of public comment, the preparation and review of reports and other requested information, and the completion of the Healthcare Action Plan to the extent not inconsistent with this Code and applicable law.

(5) *Vacancies.* In the event of any vacancy on the Committee, the Mayor shall appoint, subject to approval by the Common Council, an individual to serve for the remainder of the unexpired term.

Sec. 2-498. — Powers and Duties.

The Committee shall:

(1) Conduct research regarding healthcare affordability, accessibility, insurance and benefit coverage, and medical service availability affecting City residents, including consulting with healthcare providers, public health professionals, patient advocates, organized labor representatives, and other interested stakeholders.

(2) Hold at least two public meetings each year for the purpose of (a) hearing firsthand accounts of community members' ability to access and afford primary, emergency, and necessary specialty medical care, and (b) hearing public views on how federal, state, and local policy changes have impacted or may impact healthcare affordability and accessibility.

(3) Request, review, and compile publicly available data and voluntarily submitted information relevant to assessing the current state of healthcare affordability, accessibility, and service availability.

(4) Review and evaluate the actual or potential impacts of federal, state, and local laws, regulations, programs, budgets, and policy decisions affecting healthcare affordability, accessibility, insurance and benefit coverage, and medical service availability. As part of such review, the Committee may identify and summarize governmental actions, legislative enactments, regulatory changes, and public policy decisions affecting such matters and assess their relationship to the goals and recommendations set forth in the Healthcare

Action Plan.

(5) Develop a Healthcare Action Plan as provided in Sec. 2-499.

(6) Advise and provide nonbinding recommendations to the Common Council concerning policies, programs, advocacy positions, or other actions intended to improve healthcare affordability, accessibility, insurance and benefit coverage, and medical service availability within the City.

(7) Perform such other advisory functions related to healthcare access and affordability as may be requested by the Common Council.

Sec. 2-499. — Healthcare Action Plan.

By September 15 of every even-numbered year, the Committee shall develop and file with the City Clerk a Healthcare Action Plan that contains, at a minimum, the following:

(1) The current status of healthcare affordability and accessibility, insurance and benefit coverage, and medical service availability for City residents, and how such conditions have changed over the prior two years.

(2) Whether and to what extent federal, state, and local laws, regulations, programs, budgets, policy decisions, and other relevant factors have contributed to changes in healthcare affordability and accessibility, insurance and benefit coverage, and medical service availability for City residents.

(3) Significant federal, state, and local governmental actions and policy developments occurring during the preceding two years, including the legislative and administrative actions associated therewith, and the relationship of such actions and developments to the goals and recommendations contained in the preceding Healthcare Action Plan.

(4) Recommendations for concrete actions that the City and its federal, state, and local elected officials and staff can take to improve healthcare affordability and accessibility, insurance and benefit coverage, and medical service availability for City residents.

Sec. 2-500. — Publication and Action Plan Meeting.

Upon receipt from the Committee, the City Clerk shall publish the Committee's final Healthcare Action Plan, recommendations, and all relevant research and findings on the City's website and shall immediately forward such information to the Common Council.

No later than October 15 of every even-numbered year, the Common Council shall allow the Chair and other members of the Committee the opportunity to provide a public overview of the Healthcare Action Plan at a regular meeting of the Council or a special meeting held for that purpose, and to consider adoption of the Healthcare Action Plan.

The question will appear on the ballot as follows:

QUESTION: Citizens' Advisory Healthcare Action Committee.

Shall the City establish a Citizens' Advisory Healthcare Action Committee to develop a biennial Healthcare Action Plan and provide a public process for community input on healthcare?

EXPLANATION

This referendum asks whether the City of La Crosse should establish the Citizens' Advisory Healthcare Action Committee that will prepare a biennial Healthcare Action Plan, make recommendations to the Common Council, and provide a public process through which the opinions of the public will be heard and assessed.

Voting "YES" on the Question means you are in favor of the City establishing a Citizens' Advisory Healthcare Action Committee.

Voting "NO" on the Question means you are not in favor of the City establishing a Citizens' Advisory Healthcare Action Committee.

Done in the City of La Crosse

On November 2, 2026

Nikki M. Elsen, WCMC, La Crosse City Clerk