

CHALLENGE: The Jewish Home and Care Center hoped to build a senior living home on land abutting upscale residential neighborhoods. Opposition from these same residents had, a few years earlier, defeated a proposal from another Jewish organization to build an expansive recreational complex nearby.

Jewish Home and Care Center

EXECUTION: Understanding that misinformation led to the demise of the previous complex, the Lynne Broydrick Group reached out to neighbors to educate them about the senior living home project and answer their questions. Many neighbors said they were relieved to learn that this endeavor was not a rehashing of the other project.

RESULT: No one appeared in opposition when the Mequon Common Council considered the senior living home. We even organized a group of supporters to attend the session and speak in favor of the proposal. Over the years we've learned that neighbors are much more likely to believe other neighbors. In this instance, we facilitated this process and the council approved the project.