

Muskegon County
Marketing Committee
April 15, 2014
2:30PM
Equalization Department
173 E Apple Avenue – Ste. 201 * Muskegon, MI 49442

Commissioner Susie Hughes, Chair

John Warner, Vice Chair

MINUTES

CALL TO ORDER

The meeting was called to order by Commissioner Hughes at 2:35PM

ROLL

Present: Benjamin Cross, Muskegon County Commissioner
Mike Flanery, Interim District Court Administrator
Brenda Moore, Drain Commissioner
Donna VanderVries, Equalization Director
John Warner, Public Works Director
Susie Hughes, Muskegon County Commissioner

Excused: Charles Nash, Muskegon County Commissioner
Nancy A. Waters, County Clerk
Mary Coppernoll, Interim Brookhaven Medical Care Facility Administrator
Mike Krauch, MSU Extension Director

Staff

Present: Tina Nash, DPW Departmental Clerk

APPROVAL OF AGENDA

Agenda was approved as presented

APPROVAL OF MINUTES (Notes)

Minutes were approved as presented

DISCUSSION ITEMS

1. Pinpoint which services and resources and how to market them.

SERVICES:

- Ports
- Wastewater
- Transportation
- Natural Resources (Parks, Trails, Lakes, Bike Path)
- GIS program

HOW TO MARKET:

- Smart phone app
- Phone Directory (similar to County directory)
- Website
- Geocaching
- Email blasts
- Twitter
- Facebook
- Mapping
- Kiosks – located in the Mall, at Beaches, in County buildings
- Quick Response (QR) codes located throughout Muskegon
- Monitors - located throughout the County in hotels, businesses, the County buildings and Libraries scrolling information such as events, businesses, camping sites, lakes, etc.
- Printed material – fliers, brochures
- Media – press releases, service announcements

2. How others view the County and ways to market the County in a positive manner.
 - Focus on the new and not the past – NEW can be better
 - Target the 40 and under crowd
 - Get the news media to focus more on positive stories
 - Have booths at various events promoting Muskegon and various programs/functions of County departments
 - Provide correct information (facts/figures) concerning Muskegon to the public. Combat the negative stories with positive ones
 - Hospitality training
3. Look at the most marketable and least marketable items.

Commissioner Hughes asked the committee to consider everything that has been talked about and to start narrowing down the ideas to the top marketable services that come from the County and currently exist in the County. This will be a discussed at the next meeting.

4. Set priorities and goals.
 - Better communication/connections among County departments and other municipalities
 - Changing the negative views others have about Muskegon –Encourage people to live here, work here, play here
 - Linking all the various websites (Muskegon Area First, CVB, Mapping, Mlive, Chamber, etc.) to one location that features everything Muskegon has to offer
 - Better use of mapping to provide information on Business Districts, Ports, Parks, Schools, Lakes (inland also), Boat ramps, Bike trails, Public land for hunting, Fishing, etc.
 - Be consistent
 - Information should be bilingual

5. Possibility of seeking input from others outside the group.

Commissioner Hughes would like to invite Tom VanBruggen, GIS Manager, to speak to the group about mapping and what it has to offer. She will contact him to see if he is available for the next meeting.

OLD BUSINESS

Commissioner Hughes will verify the timeline the committee has to complete their recommendation to the Board of Commissioners and report back to the committee.

NEW BUSINESS

Next meeting date: April 29, 2014
Location: Equalization Department
Time: 2:30PM – 3:30PM

ADJOURNMENT

There being no further business to come before the Marketing committee the meeting was adjourned at 2:44PM.