

Muskegon County  
Marketing Committee  
April 29, 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 2:38PM

**ROLL**

Present: Mike Flanery, Interim District Court Administrator  
Brenda Moore, Drain Commissioner  
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  
Benjamin Cross, Muskegon County Commissioner  
Donna VanderVries, Equalization Director

Staff

Present: Tina Nash, DPW Departmental Clerk  
Robert Lukens, Community Development Director

**APPROVAL OF AGENDA**

Agenda was approved as presented

**APPROVAL OF MINUTES**

Minutes were approved as presented

### **DISCUSSION ITEMS**

Robert Lukens, Chair of the Customer Service committee and Commissioner Hughes shared the ideas of each committee. Additional ideas by the Marketing committee and Mr. Lukens were exchanged.

- A main phone number for the County
- Staff meetings to go over issues each department face and possible solutions
- Secret shoppers
- Employee recognition for good service/deeds
- Information booths
- A directory listing the services offered by each department
- A list of departments that have newsletters

It was determined that marketing and customer service had a lot in common and that the two committees would keep each other updated. Mr. Lukens was invited to attend future meetings.

One of the recommendations was to create a position (i.e. - Public Information Officer) that would be the "face" of the County. This person would be knowledgeable with the services/products the County has to offer and be able to market those services/products to the public and county employees.

Commissioner Hughes is going to send out an email to all county employees for their ideas on how to market the County.

John Warner will invite the City of Muskegon's Clerk, Ann Marie Cummings to the next meeting as she handles public relations for the City of Muskegon and may have some ideas for the committee to consider.

### **OLD BUSINESS**

Commissioner Hughes verified that the recommendation of the committee will need to be completed by the middle of August 2014.

### **NEW BUSINESS**

Next meeting date: May 13, 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 3:43PM.