

Muskegon County
Marketing Committee
August 26, 2014
2:00PM
Training Center
133 E Apple Avenue – Room 202 * 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 2:06PM.

ROLL

Present: Susie Hughes, Muskegon County Commissioner
Mike Krauch, MSU Extension Director
John Warner, Public Works Director

Excused: Donna VanderVries, Equalization Director
Brenda Moore, Drain Commissioner
Mary Coppernoll, Interim Brookhaven Medical Care Facility Administrator
Kathryn Howard, District Court Administrator
Benjamin Cross, Muskegon County Commissioner
Charles Nash, Muskegon County Commissioner
Nancy A. Waters, County Clerk

Staff

Present: Tina Nash, DPW Departmental Clerk
John Wilson, Economic Development Coordinator
Timothy Bracey, EEO Officer

APPROVAL OF AGENDA

Agenda was approved as presented

APPROVAL OF MINUTES

Minutes were approved as presented

DISCUSSION ITEMS

Finalize recommendation to Board

Commissioner Hughes introduced Muskegon County's EEO Officer, Timothy Bracey. Commissioner Hughes stated she asked Mr. Bracey to attend this meeting because she is suggesting that two of the committee's recommendations, the Public Relations Officer and the Ombudsman, fall under the EEO office. Mr. Warner asked Mr. Bracey his thoughts and Mr. Bracey stated it would be an ideal placement.

Commissioner Hughes asked Mr. Krauch if the MSU Extension office could assist the County with achieving some of the goals set by the committee. Mr. Krauch stated if the County had any projects that overlapped with programs that MSU Extension offered he would like to work with the County.

Discussion followed on the items committee members present felt were important. Some of those items included:

- a new website
- QR codes located throughout the County
- programs for employees
- a main phone number to call for information
- a County phone app
- a brand/tag for the County
- using County resources such as the colleges, MSU Extension, etc.

Mr. Krauch asked for an update as to where the committee is at in the process of the recommendation and Commissioner Hughes stated that the recommendation needed to be presented to the Board within the next few of weeks. It was decided that the recommendation to the Board would be a request for qualifications (RFQ) for a marketing / communication strategic plan and a Public Relation Officer and an Ombudsman within the EEO office. Mr. Wilson offered to assist with the specifications for the RFQ as he has experience in the marketing field.

Commissioner Hughes stated she would mention what the Marketing Committee is recommending at today's Full Board meeting.

OLD BUSINESS

None

NEW BUSINESS

None

ADJOURNMENT

There being no further business to come before the Marketing committee the meeting was adjourned at 3:26PM.