

Muskegon County
Marketing Committee
July 8, 2014
2:30PM
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 2:43PM.

ROLL

Present: John Warner, Public Works Director
Susie Hughes, Muskegon County Commissioner
Nancy A. Waters, County Clerk
Kathryn Howard, District Court Administrator

Excused: Donna VanderVries, Equalization Director
Brenda Moore, Drain Commissioner
Mary Coppernoll, Interim Brookhaven Medical Care Facility Administrator
Mike Krauch, MSU Extension Director
Benjamin Cross, Muskegon County Commissioner
Charles Nash, Muskegon County Commissioner

Staff
Present: Tina Nash, DPW Departmental Clerk
Bob Lukens, Community Development Director
John Wilson, Economic Development Coordinator
Brenda Severeid, Deputy District Court Administrator

APPROVAL OF AGENDA

Agenda was approved as presented

APPROVAL OF MINUTES

Minutes were approved as presented

DISCUSSION ITEMS

Review of ideas

Commissioner Hughes welcomed and updated Ms. Howard on the charge of the committee and some of the ideas previously discussed.

Discussion followed among committee members on ways to educate and motivate County employees to be ambassadors for marketing the County. Some of those ideas included:

- Recognizing employees for good deeds/services
- Show appreciation towards employees
- Keeping employees better informed on functions of each departments, staff changes, location of staff, etc.
- Updating layout of the County Communicator
- Offering services/trainings at various times so employees are able to participate
- Wage studies
- More collaboration among the departments
- Keeping the department websites and the County website updated

Ms. Howard suggested a contest for County employees to come up with a new slogan.

Commissioner Hughes explained to Ms. Howard that she did do an email blast to County employees for their ideas on ways to market. It was suggested that Commissioner Hughes try sending it out again.

Mr. Lukens informed the committee of possible recommendations from the Customer Service Committee.

1. Develop core values for the County
2. Information Kiosk at the Hall of Justice
3. Engage a Training Consultant
4. Outside Source for Complaints
5. Customer Service Director (New position)
6. Public Information Officer (New position)

OLD BUSINESS

None

NEW BUSINESS

None

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ADJOURNMENT

There being no further business to come before the Marketing committee the meeting was adjourned at 3:42PM.