

Muskegon County
Marketing Committee
May 27, 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 2:42PM.

ROLL

Present: John Warner, Public Works Director
Susie Hughes, Muskegon County Commissioner
Charles Nash, Muskegon County Commissioner

Excused: Donna VanderVries, Equalization Director
Nancy A. Waters, County Clerk
Mike Flanery, Interim District Court Administrator
Brenda Moore, Drain Commissioner
Mary Coppernoll, Interim Brookhaven Medical Care Facility Administrator
Mike Krauch, MSU Extension Director
Benjamin Cross, Muskegon County Commissioner

Staff

Present: Tina Nash, DPW Departmental Clerk
Thomas VanBruggen, GIS Administrator
John Wilson, Economic Development Coordinator

APPROVAL OF AGENDA

Agenda was approved as presented

APPROVAL OF MINUTES

Minutes were approved as presented

DISCUSSION ITEMS

Marketing ideas with Thomas VanBruggen, GIS Administrator

Commissioner Hughes informed Mr. VanBruggen the purpose of the committee and how the committee thought Geographic Information Systems (GIS) could help with the marketing of the County. Mr. VanBruggen gave the committee a background of what GIS is and the potential of the GIS system. Some of the challenges the GIS system faces is the lack of resources (staff, financial, time, etc.) to market the GIS system to the outside entities and internally to County departments. Mr. VanBruggen stated that they are in the process of a strategic plan update and recommendations from the strategic planning are beginning to come in. Mr. Wilson and Mr. VanBruggen discussed ideas on how GIS could help Mr. Wilson with Economic Development. Mr. VanBruggen stated that once the committee narrowed down what it is they want marketed, he would work with them to achieve those goals.

OLD BUSINESS

The need for a Public Relation Officer was discussed.

NEW BUSINESS

Next meeting date: Tuesday, June 17, 2014
Location: Training Center, 133 E. Apple Avenue / Room 202
Time: 2:30PM – 3:30PM

ADJOURNMENT

There being no further business to come before the Marketing committee the meeting was adjourned at 3:55PM.