

Marketing & Promotion Study Group Minutes
Monday August 20, 2007 at 1:30 pm at City Hall

Fourteen of nineteen volunteers were in attendance.

Mayor John Johnson welcomed and thanked everyone for stepping forward to work on this committee.

John Mooney, chair of this study group opened the meeting by explaining the mission and duties of this Marketing and Promotion Study Group as it relates to the Mayor's Task Force on Economic Development and all of the five study groups.

John asked everyone to introduce themselves and to share with the group their skill sets and experience in Marketing and Promotion. All gave short verbal resumes that tell us we have a wealth of real experience on this committee.

John Mooney will be the spokesperson for this study group. If any member is contacted by the media, simply refer all requests to John Mooney.

All members are invited to attend any of the regular Mayor's Task Force meetings. The next meeting of the Task Force is Tuesday Aug. 28th, 2007 at 3:00 pm at city hall.

John shared with the group advice from Steve Ziegler Chairperson of the Task Force Be Bright, Be Brief, so we can all be gone.

Also, John shared that this committee is for the Good of the City and Community as a Whole and that no personal agendas will be advanced.

Our goal is to increase the level of commercial property taxes from the current 8% to 18% to 20%, by helping existing businesses to expand here in Muskego as well as helping to bring in more quality businesses to our city.

Next meeting of this study group will be Tuesday September 25th, 2007 at 4:00pm at Muskego City Hall.

Respectfully Submitted by
John A. Mooney
Mayor's Tasks Force Member
Chair of the Marketing and Promotion Study Group