

## **Summary of Sister Cities Committee Member Recommendations From Previous Meetings**

### **Change Mindset**

- Make Milwaukee an international hub city like other major cities, such as Chicago
  - Increase offerings, services, and dealings with many cultures as opposed to a select few
  - Connect and unite ethnic groups
- Emphasize that relationships are joint partnerships as opposed to being one-sided
- Centralize sister city and international relations efforts

### **Increase Public Awareness**

- Enhance the promotion, marketing, and publicizing of the City's sister cities program and relationships to acquire public understanding and awareness of the values and benefits of the program and relationships
- Hold cultural events and festivities to acquire cultural awareness, which will lead to business opportunities
- Engage communities
- Bid on hosting a future SCI annual conference
  - Involve VISIT Milwaukee

### **Acquire capacity / Increase infrastructure**

- Funds via the City's budget
- Creation of a City position
- Acquire grants or funds locally and nationally from SCI and other sources, including the public and private business sectors
- Local sponsors to form own committee for self-support
- Provide incentives for businesses

### **Utilize resources and assets**

- Leverage local assets, primarily water, and infrastructures
- Do outreach and capitalize on local corporate headquarters, businesses, and partners
- Involve youths and link young professionals:
  - Student exchanges
  - Internships
  - Youth council

### **Committee structure**

- Have one committee
- Assign tasks to members as opposed to forming subcommittees

### **Future Committee Tasks**

- Research other sister programming from other local and national municipalities
- Discuss with VISIT Milwaukee to host a SCI annual conference
- Each member to find a possible sister city
- Have working sessions on goals and capacity building
- Have local sponsors report on activities and progress
- Solicit the State, SCI, International Institute of WI for resources via a letter (City Clerk)
- Ask other municipalities (including foreign ones) about their promotion, goals, and linkage to resources

### **Create or amend legislation**

- Allow expense of funds