

**MICHAEL J. MURPHY**  
ALDERMAN, 10TH DISTRICT

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Employees' Retirement System Investment Committee  
Finance & Personnel Committee  
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Milwaukee Arts Board

**MEMBER:**  
Steering & Rules Committee  
Zoning, Neighborhoods & Development

January 10, 2014

Mr. George Fertitta  
Bloomberg Philanthropy  
C/O Bloomberg Associates  
731 Lexington Avenue  
New York City, NY 10022

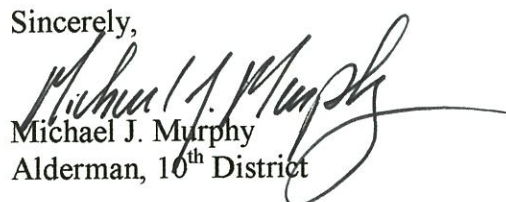
Dear Mr. Fertitta:

Thank you for taking the time away from your busy schedule to personally respond to my letter regarding the City of Milwaukee's request to become involved with the note-worthy work of Bloomberg Associates. I found your comments very useful and informative. I appreciate your insight and knowledge on comprehensive strategies on improving economic development and environmental sustainability.

The City of Milwaukee is in a position as a leader in environmental sustainability and performance in the 21st century. We are reviewing our practices to meet Milwaukee's urgent environmental, economic and social needs while enhancing long-term economic growth, thus, improving the environment and livability of Milwaukee for all its citizens. The administration has created a 10 year plan, *ReFresh Milwaukee*, to provide a call to action to the community and connects residents, businesses and other groups working on sustainability issues.

I look forward to discuss this opportunity with you in February.

Sincerely,

  
Michael J. Murphy  
Alderman, 10<sup>th</sup> District

CC: Mayor Tom Barrett, City of Milwaukee