

*Resolution congratulating Rosalind Rouse on her retirement from the Milwaukee Water Works*

*BY ALDS. MURPHY, SPIKER, BORKOWSKI, DODD, JOHNSON, HAMILTON, COGGS, STAMPER, PEREZ, LEWIS, RAINEY*

## **ROSALIND ROUSE**

Whereas, Rosalind Rouse retired with pride and satisfaction as a Water Marketing Specialist on May 28, 2021 after more than 29 years of dedicated service to the city and the Milwaukee Water Works; and

Whereas, Rosalind Rouse began her career in April 1988, as a Staff Assistant to the Mayor in the Office of the Mayor; and

Whereas, Rosalind Rouse was steadily promoted through the ranks, transferring to the Department of Public Works, Administration Division as Communications Manager in April 1992, then transferring to the DPW-Permits Division in August 1997, and was promoted to the position of Permits and Communications Manager in the DPW-Administration Division; and

Whereas, after resigning from city employment in August 1999, Rosalind Rouse returned to public service and joined the Milwaukee Water Works in August 2003 as the Water Marketing Specialist; and

Whereas, Rosalind Rouse in her position as Water Marketing Specialist, worked with three Superintendents to raise awareness nationally, regionally and locally of the benefits of Milwaukee's water quality, quantity and value by devising a communications and brand plan for the utility; and

Whereas, As Water Marketing Specialist, Rosalind Rouse, acted as central design and production manager at the direction of the Superintendent for internal and external communications, she wrote, designed, distributed, and maintained an inventory of customer educational materials for all water works sections, city departments that interface with the utility including elected officials and external partners such as Milwaukee Metropolitan Sewerage District (MMSD), Milwaukee Public Schools, and Metropolitan Milwaukee Association of Commerce; and

Whereas, Rosalind Rouse, made verbal presentations and staffed informational tables at community meetings, in addition to, collaborative appearances with STEM focused agencies and MMSD for student outreach, and also served as liaison with Milwaukee area business and industry and the Departments of City Development and Health to reinforce the high-quality customer service, benefits and low cost of Milwaukee water and work with them to support their efforts to attract and retain businesses, especially those that use a large quantity of water; and

Whereas, Rosalind Rouse richly and justly earned the enduring praise and gratitude of her family, friends, coworkers and the community at large for her dedication and service to the City of Milwaukee and the Milwaukee Water Works; and

Whereas, Rosalind Rouse gained and displayed expertise through her work, performed with confidence and skill during her employment, completely meeting the challenges of her responsibilities as a Water Marketing Specialist during her lengthy term of service to the City of Milwaukee and the Milwaukee Water Works; now, therefore, be it

Resolved, That the Common Council of the City of Milwaukee herewith congratulates Rosalind Rouse on her retirement from the Milwaukee Water Works, extends its appreciation on behalf of the community for her exemplary service, and wishes for her a happy and healthy retirement; and, be it

Further Resolved, That a suitably engrossed copy of this resolution be presented to Rosalind Rouse, an exemplary employee.

*Introduced by Common Council members Michael J. Murphy, Scott Spiker, Mark A. Borkowski, Nikiya Dodd, Cavalier Johnson, Ashanti Hamilton, Milele A. Coggs, Russell W. Stamper, II, José G. Pérez, Chantia Lewis and Khalif J. Rainey and approved by all members of the Milwaukee Common Council on May 25, 2021.*