

July 8, 2016

Mr. Ashanti Hamilton, Council President  
Members of the Milwaukee Common Council  
City Hall  
200 E. Wells Street, Room 205  
Milwaukee, WI 53202

RE: **Reappointment of DCD Commissioner Rocky Marcoux**

Dear Council President Hamilton and Members of the Common Council:

I am writing to express my full and unequivocal support for the reappointment of Rocky Marcoux as the City's Commissioner of the Department of City Development. I was alarmed and puzzled by the Common Council's vote on Wednesday. I have worked with Rocky throughout his entire tenure and he has always represented the City's interests with great professionalism. There is no greater cheerleader for the City of Milwaukee. I can't count how many presentations I have attended where Rocky has lit up the room with his passion for our Great City.

I was most troubled by the characterization of Rocky as too "downtown focused." That statement is simply not true. Our firm, General Capital, has specifically been involved in numerous projects with Rocky that are located outside of downtown, including our most recent partnership at Century City. I can personally attest to Rocky's commitment to Milwaukee's neighborhoods based on our many conversations about how to spark investment and spur economic development in our City's most impoverished areas. Rocky is a dynamic leader and deeply concerned about the City's most pressing issues.

I would also warn the Common Council that a "nationwide search" for a new DCD commissioner is a recipe for disaster. I cannot overstate this point. The City needs a leader who understands the history and context of Milwaukee. While the intention of getting a fresh perspective sounds promising, it will set the City back for years. We need a leader who understands local issues, knows the local development community and has a national perspective on economic development trends. Thankfully, the City already has this person in place.

I understand this matter will be taken up at the July 19 at the ZND. I am formally requesting that this correspondence be read into the record on that day. If you have any questions regarding my experience with Rocky, please don't hesitate to contact me directly at 414-228-3502.

Sincerely,

**General Capital**



Sig Strautmanis