

**Sister Cities Committee Member Recommendations  
June 16, 2016 Meeting**

**Change Mindset to International**

- 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

**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
- Bid on hosting a future SCI annual conference
  - Involve VISIT Milwaukee

**Acquire capacity**

- Funds via the City's budget
- Creation of a sister city department
- Acquire grants locally and nationally from SCI and other sources

**Utilize resources and assets**

- Leverage local assets, primarily water
- Capitalize on local corporate headquarters, businesses, and partners
- Involve youths and young professionals:
  - Student exchanges
  - Internships
  - Youth council

**Future Committee Tasks**

- Invite Samuel Dawson from the International Institute of Wisconsin to present information to assist the City to be more international at a future meeting
- Invite Paul Upchurch from VISIT Milwaukee to a future meeting
- Each member to find a possible sister city

**Create or amend legislation**

- Amend the city ordinance or create legislation as necessary to carry out the committee's goals