



July 14, 2016

Dear Common Council President Hamilton and All Other Members of the Council:

I am writing to provide this letter of support for Commissioner Rocky Marcoux. I urge you to reappoint him as Mayor Barrett's selection to lead the critically important Department of City Development.

In my role as President of Fix Development, I have been active in efforts to build a more vibrant city through progressive real estate and other entrepreneurial projects that contribute to the social, environmental and economic fabric of Milwaukee. I have served on the Mayor's Green Team - developing a sustainability plan for our future; I am a co-founder and board member of Bublr Bikes - our bikesharing system; I am a co-founder of Fund Milwaukee - a local crowd-investing platform focused on local small businesses; I have been named Innovator of the Year; an Entrepreneur to Watch and a Woman of Influence by local business and industry leaders; and, my real estate projects located in the Walker's Point, Lindsay Heights, and Silver City neighborhoods have been recognized locally, regionally and nationally. I live in the 53212 zipcode and have dedicated much of my work to building a more equitable city, focusing on traditionally disinvested neighborhoods and using innovative real estate and financing models to achieve economic impact.

From my unique, active, and recognized vantage point, I interact with many leaders as well as diverse citizens seeking to have a positive impact on our city. I also see the harmful effects created when design, development, planning - and politics - are not pursued thoughtfully and with broader intention. I regularly work together with the Department of City Development to achieve mutual aims and to assist in completing successful projects. I can say unequivocally that the Dept. of City Development, under Commissioner Marcoux's leadership, has been a steadfast partner. Commissioner Marcoux has built a professional team that I can rely on in any situation. The Commissioner himself has also stood with me on many challenging projects, helping ensure success. We are at a moment when real estate development momentum is such that I believe we can continue to see transformative development in the most disinvested parts of our City. Maintaining steady leadership and strong management will be so important toward that end. Commissioner Marcoux is a colleague with whom I seek to collaborate because we share a common understanding of the importance of doing our work well, and we both are committed to making Milwaukee a better place. For me, Commissioner Marcoux has demonstrated both his skill and his passion toward that end.

At a time when our national politics are filled with vitriol and divisiveness, it is a disappointment to see our own local Common Council choose the worst kind of politics. I ask you to listen to the voices of those who elected you, to reflect on the unprecedented economic impact underway in our City, and to honor the demonstrated performance of a leader recommended by a duly elected Mayor. I hope you will choose a positive and constructive political process that is your higher purpose as public servants. Please confirm Rocky Marcoux to remain as our Commissioner of City Development.

Sincerely,

Juli Kaufmann  
President