

From: peter@tannerybusinesscenter.com on behalf of [Peter Moede](#)
To: [Hamilton, Ashanti](#)
Cc: [Marcoux, Rocky](#)
Subject: Reappointment of Rocky Marcoux
Date: Tuesday, July 12, 2016 4:26:11 PM

Council President Ashanti Hamilton & all Alderpersons

Dear Council members,

Please accept this email as a letter of support for the reappointment of Rocky Marcoux as commissioner of the Department of City Development.

For those of you still reading this email allow me to take a moment of your time to tell you why I support Rocky. In 1999 I purchased the Reed Street Yards from the railroad with no preconceived development plans or timetable. Over the following ten years many development opportunities crossed my desk but I was perfectly content with keeping it an undeveloped urban prairie, contributing very little to the tax base.

That all changed in 2009 when Rocky approached me with the concept of developing the Reed Street Yards into a business park for water technology companies. At first I had my doubts, but Rocky's passionate and infectious enthusiasm turned my pessimistic view of the near south side (where I have spent the last 30 years of my business life) into one of optimism.

One of our initial development priorities was to have the University of Wisconsin locate its School of Freshwater Sciences at the Reed Street Yards; however, Rocky in his unabashed manner shot the idea down abruptly. When asked why, he stated that the school had to be built at 1st & Greenfield

(15 blocks to the south) because it will stretch the boundary of development. By his calculation everything in between the Reed Street Yards and the School of Freshwater Sciences would get developed within a few years. I wasn't happy with his decision at the time but he was 100% right.

The Reed Street Yards is a prime example of Rocky's ability to encourage development outside the central business district, an area that at the time was not on most people's radar. In the 1980's we saw a lot of bars open around 2nd & National (mine included) but little else changed in the neighborhood. In the 1990's I developed the Tannery office park on 6th & Virginia but peripheral development never occurred. By contrast, within a very short time of the City's commitment to the Water industry, the 5th Ward/Walker's Point neighborhood as a whole has seen an incredible mixed use revitalization stretching over 15 blocks north to south.

Could Rocky do a better job? Yes, but the same is true for each and every one of us! 'Let the one with no sin cast the first stone'. Forget the negatives and look at the positives. Rocky's consistent track record over the past 16 years is a result of his veracity and passionate disposition towards Milwaukee, his ability to establish fruitful relationships, and ultimately his credibility.

I would also be remiss not to comment on Rocky as a person. All of my dealings with him have been fair, pleasant and professional.

He cares about people. While we may not always agree on some things he is honest and tells you what he is thinking, which as a business owner is a breath of fresh air. Integrity matters.

Lastly, if I fired my employees every time they did something stupid or disagreed with me, my businesses would suffer. Over the years I've learned that it's much more productive to cultivate the people that already work for you than to fire them and hire replacements.

When it comes to government and or politics I try to stay as far away as I can, but in this instance I felt that I needed to voice my opinion. **Do what's right for the City of Milwaukee and reappoint Rocky Marcoux.**

Re

spectfully,

Peter H. Moede

Reed Street Yards

River Place Lofts

CenterPointe Yacht Services

Tannery Business Center