



Legislation Text

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Resolution amending Resolution File Number 091196 to extend the reporting period of the Milwaukee Image and Perception Task Force.

Resolution File Number 091196, adopted February 9, 2010, created and directed the Milwaukee Image and Perception Task Force to assess greater Milwaukee's image. The task force was to make recommendations to the Common Council, within 12 months of resolution adoption, regarding the designation of an organization to serve as primary coordinator for Milwaukee's image marketing, perception, and brand identity. This resolution amends Resolution File Number 091196, by extending by 6 months the time period in which the task force is required to submit its assessment and recommendations to the Common Council.

Whereas, The Common Council created a Milwaukee Image and Perception Task Force by Resolution File Number 091196, adopted February 9, 2010; and

Whereas, Resolution File Number 091196 directed the task force to assess greater Milwaukee's image and make recommendations to the Common Council, within 12 months of resolution adoption; and

Whereas, The task force met and deliberated on May 5, June 9, July 7, September 15, October 22, and November 23, 2010, and January 18 and February 15, 2011; and

Whereas, The task force has determined that it will benefit from additional meetings; and

Whereas, The Common Council finds that the task force has been diligent in fulfilling its responsibilities and mission and that an extension for a period of 6 months for submission of its assessment and recommendations of the task force is appropriate to assure successful completion of the work of the task force; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that Resolution File Number 091196 shall be amended by deleting the final "Further Resolved Clause" and replacing it with the following:

"Further Resolved, That the task force shall submit a report of its findings and recommendations to the Common Council within 18 months, and upon submission of the report, the task force shall provide ongoing direction to the organization designated as primary coordinator for Milwaukee image and perception and brand identity."

LRB125595-1
Amy E. Hefter

2/18/2011