

To: President Van Beek & Board of Directors From: Adam Smith, Advocacy Chair  
Cc: Secretary/Treasurer Summer Minnick, MML Date: April 10, 2017  
Pages: 1 Subject: Advocacy Committee Report

The Advocacy Committee is working to establish a 2017 Community Profile schedule to ensure a new community is featured monthly throughout the year on our website. Novi is currently being highlighted (April) and Grand Ledge was showcased in March. Muskegon will be the July focus in conjunction with our Summer Workshop. An "archive list" of past community profiles is now available on the website.

Our Municipal Executives Profiles goal is at least one new profile per month. Katrina Powell, City Manager, Hamtramck, is currently profiled. An "archive list" of past executive profiles is now available on the website.

The MME Blog will feature a story about Engaging Local Government Leaders (ELGL) prior to their annual nationwide conference in May.

MME Twitter (@MIMunicipalExec) credentials are now held with the Committee.

A 2017 University Contacts list (MPA or similar graduate program) has been established in which at least one MME liaison, with a strong connection to the respective school, has been assigned to each of the universities. MME travel mugs were recently provide to the university departments in an effort to build awareness of our name change and reintroduce our association and the opportunities available to their public administration students (template memo attached).

The Cities of Novi and Muskegon are assisting in generating additional branding panel photos. We are also working on the creation of an electronic "rack card" to be used at university events/job fairs; a printable version will be available on the website for all to utilize.

A sub-committee is currently working to review our MME website content to ensure information is available and accurate.

The ideal MME committee leadership protocol of the Chairperson's 2 years of service commitment with succession by the Vice Chair was reiterated with the Committee.

A recruit just one new MME member challenge was issued by the Chair to all members of the Committee. I would ask the Board of Directors to accept the challenge as well; simply recruit one new MME member this year.

Thank you for your time, energy, and interest in our Michigan Municipal Executives organization. Your service on the Board is greatly appreciated.