

Re: MMAC meeting at Marcus Center on July 18 Sent 7/19/14

Thank you to the MMAC for initiating a talk about Culture and Entertainment Capital Needs; however, they have left out two major elements, transit and parks.

While "much of the talk inevitably returned to the new Bucks arena" due to questions, the majority of it actually focused on the value of cultural and arts entities to the vibrancy of a city along with the transit connection. Ms. Brough from Denver started out her comments by noting that what brings vibrancy to Denver is having a "smart healthy workforce". She followed that with "the new generation wants transit" and also bragged that they have miles of trails and parks. Mr. Williams commented that Oklahoma City now has "transit, culture and recreation." Oklahoma City metro area recently passed a tax extension to fund a \$130 million parks improvement plan, expected completion: 2021. Mr. Roman referred to the property value increases that occurred with development of a large park in Cleveland.

Our county parks, recreation and culture department is doing a great job despite diminished resources, and our corporations and local investors are helping, too. For citizen buy in, we will need a well planned inclusive vision. MMAC has started inviting more people to the discussions. This is a good step forward. We can be that go to city by Lake Michigan.

Cheri Briscoe, Chair, Milwaukee County Parks Advisory Commission