



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

MILLENNIAL TASK FORCE

CHAIR: MARQUAYLA ELLISON

*Nick Carnahan, Nicole Behnke, Jordan Donald, Tenia Fisher,
Jeremy Fojut, Adam Gabornitz, Michael Hostad, Amelia Kegel,
Noel Kegel, Kacee Ochalek, Jason Rae, Ger Thao, Tiffany
Henry and Sam Woods.*

Staff Assistant: Chris Lee, 414-286-2232

Legislative Liaison: Alex Highley, 414-286-8661

Thursday, May 27, 2021

3:00 PM

Virtual Meeting

This will be a virtual meeting conducted via GoToMeeting. Should you wish to join this meeting from your phone, tablet, or computer you may go to <https://global.gotomeeting.com/join/378297989>. You can also dial in using your phone United States: +1 (872) 240-3212 and Access Code: 378-297-989.

1. Call to order.

The meeting was called to order at 3:07 p.m.

2. Roll call.

Present 13 - Rae, Fojut, Carnahan, Donald, Ellison, Fisher, Gabornitz, Hostead, Kegel, Ochalek, Thao, Henry and Woods

Absent 1 - Kegel

Excused 1 - Behnke

Also present:

*Pres. Cavalier Johnson, Common Council
Alex Highley, Legislative Reference Bureau*

3. Review and approval of the previous meeting minutes from April 19, 2021.

The meeting minutes from April 19, 2021 were approved without objection.

4. Review and approval of task force final recommendations report.

Mr. Lee said the final task force recommendations report, new final report cover design by Chair Ellison, and final report summary were before the committee for its review and approval.

Members reviewed all documents, were supportive of them, and said that the summary should be made more appealing in design similar to the final report cover.

Chair Ellison said that she would edit the design of the final report summary.

Member Gabornitz moved approval, seconded by member Hostad, of the final report, new final report cover, and an edited final report summary in design to be done by Chair Ellison. There was no objection.

5. Review and approval of task force website.

Appearing:

William Arnold, Public Information Division

Brittany Thompson, Public Information Division

Ms. Thompson presented and gave an overview of the task force website. The website is in preliminary form with placeholder graphics, pictures, and some information. It reflects initial input from Chair Ellison. There is an Executive Summary with summary information on the task force. The summary is lengthy, may not look appealing on mobile devices, could be reduced in writing, or could just show initial information followed by a "click to read more" option or link to expand the section to view the remainder of the section. The Meetings and Agendas section is linkable to a separate page listing the task force meetings, agendas, and minutes. The City's Legistar website already contains the task force meetings, agendas, and minutes; therefore, the page would likely be linked to Legistar accordingly rather than recapture everything. The Task Force Members section is linkable to a separate page listing the names, organizations, and pictures of each task force member. Headshot pictures from members are needed. Perhaps the page can be made linkable to each members' emails or organization websites. There are two filler sections that important quotes or messages can be displayed. The Areas of Focus lists the task force's focus areas and is linkable to a separate page listing those areas. Each focus area can be clicked to expand and display bullet point information specific to that area. The Research Evaluated section links to a separate page listing task force research information. The bottom of the main page is for display of support staff information, has a link to E-Notify, has icons linking to task force social media pages (if any), and has a City of Milwaukee logo that links to the City's main home page. Information listed on the various separate pages were copied from the task force final report. Members can provide to her feedback on further edits to the website.

Chair Ellison said that she had collected members' headshot pictures, except member Rae, from their organization websites and that members can notify her of different pictures that they would rather want used.

Members gave feedback. The main top banner image on the home page should be similar to the image on the new final report cover. The Executive Summary section should be made shorter with a "read more" expandable option, and the section should be placed under the "Areas of Focus" section. The Task Force Members page should be made linkable to each member's organization website and LinkedIn page instead of email for security reasons. Member Henry can find and provide information to fill the two filler sections. Staff support information for the webpage are Alex Highley, Chris Lee, and Bernadette Karanja. The social media icons can be deleted since there are no social media pages for the task force. The task force website address should be made simpler and shorter so that people can find it more easily.

Ms. Thompson added that the website link was long due to its beta/draft nature, that the address would become simpler and shorter once the website went live, and that she would edit the website next week based on the feedback gathered.

Member Gabornitz moved approval, seconded by member Thao, of the task force website to be further edited based on feedback made by members. There was no objection.

6. Next steps.

a. Presentation of final report

Pres. Johnson gave remarks. He was appreciative and pleased with the members' work, final report, and website. The work of the task force would live on, and there would be efforts to implement task force recommendations as much as possible. There were both short-term and long-term recommendations, and all were great. There was current effort to get young people employed for the summer. He was the only Millennial on the Common Council. There was intentionality for the task force recommendations to be considered, influence, and impact many sectors both inside and outside the City. Collaboration among every sector would be needed for success.

Pres. Johnson and members discussed. The president, chair Ellison, staff, and available members (especially work group leaders) should attend and present the report to the Community and Economic Development Committee at its June 3, 2021 meeting at 1:30 p.m. A short PowerPoint presentation should be prepared based on the final report summary, and it should be submitted to the task force communication file. Chair Ellison would work on the PowerPoint presentation. Q&A would be expected after the presentation. A press release should be done.

Chair Ellison and members Fisher, Henry, and Ochalek said they would attend. Member Kegel was tentative. All others were encouraged to attend. Chair Ellison would be in contact offline with those members attending.

Mr. Arnold said that his office does press releases for the Common Council, and he would work with Pres. Johnson to work on a press release regarding the task force and its final recommendations.

Pres. Johnson concurred.

b. Meetings

Today's meeting would be the final meeting barring any issues.

c. Other

7. Adjournment.

Meeting adjourned at 4:09 p.m.

*Chris Lee, Staff Assistant
Council Records Section
City Clerk's Office*

Meeting materials of the task force can be found within the following file:

[191649](#)

Communication relating to findings, recommendations and activities of the Millennial Task Force.

Sponsors: Ald. Johnson