

# **Millennial Task Force Final Report**

## **Appendix A: Meeting Minutes**

Minutes of the Millennial Task Force include the following meetings:

February 28, 2020

March 12, 2020

May 12, 2020

May 26, 2020

June 11, 2020

July 10, 2020

August 26, 2020

September 8, 2020

September 28, 2020

October 26, 2020

December 14, 2020

February 10, 2021

March 10, 2021

April 19, 2021

May 27, 2021



# City of Milwaukee

200 E. Wells Street  
Milwaukee, Wisconsin 53202

## Meeting Minutes

### MILLENNIAL TASK FORCE

**CHAIR: MARQYAYLA ELLISON**

**Jezamil Arroyo-Vega, Nick Carnahan, Angela Damiani, Jordan Donald, Tenia Fisher, Jeremy Fojut, Adam Gabornitz, Michael Hostad, Amelia Kegel, Noel Kegel, Elizabeth McLaren, Kacee Ochalek, Jason Rae, Ger Thao, and Tiffany Henry**

**Staff Assistant: Chris Lee, 414-286-2232**

**Legislative Liaison: Alex Highley, 414-286-8661**

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Friday, February 28, 2020

9:00 AM

Room 301-B, Third Floor, City Hall

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**1. Administration of oaths.**

*City Clerk James Owczarski administered the oaths of members present.*

**2. Call to order.**

*The meeting was called to order at 9:07 a.m.*

**3. Roll call.**

*Present (11) - Arroyo-Vega, Carnahan, Rae, Ochalek, Donald, Hostad, Damiani, Fojut, Gabornitz, Ellison, Fisher*

*Excused (5) - Noel Kegel, McLaren, Thao, Henry, Amelia Kegel*

**4. Welcoming remarks by Alderman Cavalier Johnson.**

*Ald. Cavalier Johnson, 2nd Aldermanic District, gave opening remarks. The makeup of the task force was intentional to be comprised of millennials outside of city government to produce recommendations, without government influence, that would address the brain drain for the City and State. Millennial numbers, especially educated millennials, are trending downwards for the State as opposed to the rising trend nationwide. Members are to analyze reasons why their peers stay or leave the City, look at the models and initiatives that peer cities are doing to attract and maintain millennial talent, and produce a report in a relatively short amount of time by mid-year. A goal is to take legislative action or create administrative changes to impact the community.*

**5. Introduction of members, staff, and participants.**

*Task force members made brief introductions as follows:*

*Jason Rae is the Wisconsin LGBT Chamber of Commerce President and CEO, a Marquette University alumni, and a Milwaukee resident for 15 years.*

*Kacee Ochalek is a Bridge the City Podcast Radio Producer and Host, also works in the City Clerk's Office Workforce Development Section, and a University of Wisconsin-Milwaukee alumni and soon-to-be returning student.*

*Michael Hostad is the Greater Milwaukee Committee The Commons Initiative Executive Director and Co-Founder. The initiative works with helping to develop and retain high school and college students as young professionals. He has an IT background and teaches 5-12th grade students how to code.*

*Adam Gabornitz is the Northwestern Mutual Diversity and Inclusion Assistant Director; works with tech talent attraction, retention, and development in the City; a University of Wisconsin-Milwaukee alumni; and a life-long City resident.*

*Jeremy Fojut is a NEWaukee Co-Founder, a south side City resident, and has moved away from international work to focus on retaining and attracting local talent.*

*Tenia Fisher is the Social X Health and Wellness Director, a 1st grade teacher at Greater Holy Temple Christian Academy, and a life-long City resident. Social X does events and encourages young professionals, particularly persons of color, to stay in Milwaukee.*

*Marquayla Ellison is the Social X President and owner of Elastic Designs.*

*Jordan Donald is a Galbraith Carnahan Architects Designer, life-long City resident, University of Wisconsin-Milwaukee alumni, and is passionate about Milwaukee innovation.*

*Angela Damiani is the NEWaukee CEO and Co-Founder of NEWance. NEWance is a talent attraction, retention, and placement company. The task force should also expand its scope to include Generation Z, who are more transient.*

*Nick Carnahan is a Galbraith Carnahan Architects Partner, is from rural Wisconsin, studied architecture in Milwaukee, moved to Seattle briefly, and returned to live in the City since 2011.*

*Jezamil Arroyo-Vega is a City of Milwaukee Department of Neighborhood Services Building Construction Inspector; came to the City from Puerto Rico to complete her undergraduate and master's degree; has been involved in construction, neighborhood development, and planning; and is happy to be part of the task force.*

## **6. Presentation on open meeting and records laws and parliamentary procedures.**

*James Owczarski, City Clerk, gave a brief overview on parliamentary procedures. Robert's Rules of Order (RRO) governs meeting proceedings, but it does not fix a dysfunctional meeting body. A functional meeting body is determined by the conduct of its members. Patience, ability to listen, and collaboration are key qualities for a functional meeting body. Consensus should be welcomed. Voting is not required, but can be done if there is no consensus.*

*Peter Block, Assistant City Attorney, gave a PowerPoint presentation on the open meetings law relative to policy, applicability, purpose requirement, numbers requirement, quorum, negative quorum, walking quorum, conference calls, text messaging, email messaging, notice, open session, closed session, recording, citizen*

*participation, and penalties.*

*Atty. Block continued with a PowerPoint presentation on the public records law relative to public policy, definition of a record, record requests and responses, and penalties.*

*Full details of the open meetings law and public records law PowerPoint presentations can be found within Common Council File Number 191649.*

## **7. Discussion on the role and purview of the task force.**

### *a. Charge to the task force*

*Mr. Lee stated the tasks required of the task force as follows:*

- Assess the major reasons Millennials leave Milwaukee after college graduation.*
- Assess the major reasons Millennials stay in Milwaukee after college graduation.*
- Analyze programs and policies, including peer city models, designed to attract and retain talented, young individuals.*
- Propose measures to attract and retain Millennials.*
- Make recommendations to the Common Council regarding potential legislative changes and other measures needed to address the Brain Drain problem by June 30, 2020.*

## **8. Election of a chair.**

*Mr. Lee said that the role of a chairperson is to provide leadership for the task force, ensure that the task force functions properly and is managed effectively, represent the task force as a figurehead, facilitates and presides over meetings, and establishes meetings and meeting agendas.*

*Member Ellison volunteered to serve as chair.*

*Member Fojut moved nomination, seconded by member Rae, of Marquayla Ellison to serve as chair of the task force. There was no objection.*

*Member Ellison was in acceptance and elected as chair of the task force.*

## **9. Discussion on next steps.**

### *a. Key deliverables*

*Chair Ellison said that the outputs and reports created by the task force will be guided by the five charges of the task force.*

### *b. Structure and staffing*

*Chair Ellison questioned the role of members, staff, or other participants.*

*Mr. Lee said that he will provide clerical staff support to the task force by working with the chair and members to schedule meetings and create the agendas, prepare meeting materials, staff meetings, and take meeting minutes.*

*Alex Highley, Legislative Reference Bureau, said that he can take notes, document*

activities, produce written reports, research, do certain data mapping, produce a final task force recommendations written report, and possibly draft legislation.

*Bernadette Karanja, City Clerk's Office Workforce Development Section, commented. Her office worked towards acquiring membership to the task force. She will be an observer, attempt to attend most meetings, and defer to the task force. The roles and activities of the task force are up for the task force to determine. The task force should be organic, collaborative, integrated, and communicate freely. There are many community leaders interested to come forward to engage or present to the task force on the subject matter. Members are encouraged to read the report "Recommendations on Reducing Human Capital Flight (Brain Drain) from Milwaukee and its City Government" from her office as a guide. The report is on peer cities, branding efforts, and initiatives or policies that the City and State have already done. The report data is dated. The task force can ask for additional or more current data after it has reviewed the report in more detail.*

*Ms. Karanja commented on a few grammatical edits to the report.*

*The full report "Recommendations on Reducing Human Capital Flight (Brain Drain) from Milwaukee and its City Government" can be found within Common Council File Number 191649.*

*c. Meeting frequency*

*Members discussed to meet often biweekly or every other week for two hours initially, to possibly reassess the meeting frequency and time duration later on, and to meet at City Hall ideally.*

*d. Communications plan*

*Mr. Lee commented. The forms of communication and progress reporting will occur with members' participation in physical meetings. Some task forces may form subcommittees, work groups, or assign members with certain tasks. The task force will ultimately determine the necessary communication it needs as it evolves, conduct its work process, and by how it structures itself.*

*Members said that primary communication would be through email to clerk staff and the chair. Clerk staff will send mass email information to everyone accordingly.*

*e. Other*

*Chair Ellison inquired what needs to occur prior to the next meeting.*

*Members discussed to review the report "Recommendations on Reducing Human Capital Flight (Brain Drain) from Milwaukee and its City Government"; think about problems unique to Milwaukee such as segregation; think about unique policy recommendations such as housing choice vouchers, inclusive zoning processes, pedestrian zones; consider strategies different from a branding one; include Generation Z; include current students; acquire or share additional or more recent reports; consider student surveys from universities; consider possible community leaders to invite to the task force such as the Public Policy Forum; think about current initiatives or policies already taking place within the community or government; and to come prepared to share insight from every member according to their employment or industry.*

**10. Agenda items for the next meeting.**

*Members said that the next meetings would primarily be based on research and assessment; for there to be a talking points guide with action items at the end to help facilitate meetings and make meetings efficient; and to establish a collective list on various aspects from everyone's input.*

*Members discussed the following possible agenda items or activities:*

- Review and reaction to the report "Recommendations on Reducing Human Capital Flight (Brain Drain) from Milwaukee and its City Government" (each member to offer a few points)*
- Engage in the first two or three assessment tasks of the task force, especially regarding items unique to the City and for members to share their own insight, research, or data from their employment or industry.*
- Identification or presentation of additional or more current reports/data from staff, members, or the community*
- Identify current initiatives or policies already taking place within the community or government*
- Presentation or discussion with community leaders or students*
- Establishing a framework to move forward and to address systematic issues*

*Member Hostad said that he can share information on a talent consortium of 40 organizations.*

*Member Gabornitz said that he can bring research information on efforts retaining tech talent in the City.*

**11. Set next meeting, date, time, and location.**

*Tuesday, March 12, 2020 at 8 a.m.*

**12. Adjournment.**

*Meeting adjourned at 10:26 a.m.*

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

**Materials from this meeting can be found within the following file:**

**191649**            Communication relating to findings, recommendations and activities of the Millennial Task Force.

**Sponsors:**        THE CHAIR



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200 E. Wells Street  
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## Meeting Minutes

### MILLENNIAL TASK FORCE

**CHAIR: MARQUAYLA ELLISON**

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**Staff Assistant: Chris Lee, 414-286-2232**

**Legislative Liaison: Alex Highley, 414-286-8661**

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Thursday, March 12, 2020

8:00 AM

Milwaukee Urban League  
435 W. North Ave.  
Milwaukee, WI 53212

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**1. Call to order.**

*The meeting was called to order at 8:08 a.m.*

**2. Roll call.**

**Present** 12 - Fojut, Carnahan, Donald, Ellison, Fisher, Gabornitz, Kegel, Kegel, McLaren, Ochalek, Thao and Henry

**Absent** 1 - Damiani

**Excused** 3 - Rae, Arroyo-Vega and Hostead

**Also present:**

*Alex Highley, Legislative Reference Bureau*

**3. Review and approval of the previous meeting minutes.**

*The meeting minutes from February 28, 2020 were approved without objection.*

**4. Introduction of new members.**

*Attending their first meeting, the following members made brief introductions as follows:*

*Ger Thao is from the Wisconsin Hmong Chamber of Commerce and has lived in the City since 2010 after coming there to attend college.*

*Elizabeth McLaren is from Bridge the City Podcast, does marketing work, and has resided in the City since coming there to complete her graduate teaching program.*

*Amelia and Noel Kegel both grew up in the suburbs, moved away for college, and came back to the City to run their family business, Wheel & Sprocket, in the City.*

*Tiffany Henry is the President of Milwaukee Urban League Young Professionals.*

**5. Review of the report "Recommendations on Reducing Human Capital Flight (Brain Drain) from Milwaukee and its City Government".**

*Members discussed the following takeaways from the report and additional insights:*

*Apprenticeship in the trades is an equally valuable pathway and opportunity for young professionals, results in similar average wages in Wisconsin compared to those professions resulting from college degrees, should be more heavily promoted to attract young professionals and educate them, comes with the benefit of on-the-job paid training, is overlooked, is misunderstood, has the stigma of not being as valuable as traditional higher education pathways, should have its level of prestige risen, should have its narrative rewritten, needs to appear more attractive, has changed, has evolved, should be formalized in schools both in higher education and high schools, and should be more advertised concerning its benefits. Although apprenticeship should be a focus, the conversation should be holistic, diverse, and inclusive of other sectors, pathways, and talent pools.*

*College graduates with degrees tend to leave or want to leave the City as opposed to those in the trades due to challenges finding early thriving job opportunities, which they desire. Young people are trained to go to college as the best route, and they lack awareness on apprenticeship as a pathway.*

*There is tremendous opportunity and growth in the technology sector, which is the new trade.*

*Milwaukee is a ripe and friendly city for entrepreneurship, startups, and young professionals. The City is both big and small enough for entrepreneurs to feasibly test their businesses and for young professionals to progress to the top. There should be more assistance and incentives given to small startups as opposed to resources being given to big companies or startups. Startups are challenging and take time to be successful.*

*Schools, both higher education and high schools, need better formalized instruction or programs to educate and expose students on pathways.*

*Retention of talent is important, but equally important is attracting talent to the City.*

*Companies need to brand better, attract better, and improve their identities. Long mainstay companies no longer seem to be in touch with and are attractive to younger generations. Historic companies should play a role with assisting startups.*

*Pathways and talent pool pipelines need to lead somewhere better. Internships need to better lead to opportunities rather than simply end for students.*

*Milwaukee needs an identity, one that is based on authentic pride and making a difference. The City should be a destination of inspiration.*

**6. Presentation of additional or ancillary reports, data, information, or insight.**



Members reviewed lists of organizations and individuals who are doing great initiatives in the region and who may be invited to dialogue with the task force.

Members identified inviting or adding to the lists the following organizations, individuals, or information:

- Metropolitan Milwaukee Association of Commerce; local study on retaining diverse workforce talent
- Randy Crump, Prism Technical; insight on apprenticeships, pipeline in high schools and the trades
- Greater Together; research report on racial workforce equity, summer internships in the arts
- Bridge the City Podcast
- Milwaukee Urban League; exposing people to the industries, employers, and professionals
- Social X; getting young professionals in front of students
- Surveying different college classes
- Youth Council
- Dept. of City Development Rocky Marcoux; insight on Milwaukee's narrative
- Kathy Henrich, Tech Hub Coalition; attracting and retaining tech talent in the region
- Adam Carr, Milwaukee Neighborhood News Service; insight on Milwaukee's narrative
- Antonio Riley, African American Leadership Alliance Milwaukee (AALAM)
- Genyne Edwards, P3 Development Group
- JoAnne Johnson-Sabir and Juli Kaufmann, Sherman Phoenix
- VISIT Milwaukee
- UW Extension report on migration patterns

Members discussed inviting or connecting with these organizations or individuals prior to or for the next meeting:

Milwaukee Youth Council

JoAnne Johnson-Sabir and Juli Kaufmann, Sherman Phoenix

Kathy Henrich, Tech Hub Coalition

Randy Crump, Prism Technical

Members directed sending a contingent of members to the next Youth Council meeting to obtain and report back to the task force insight from the Youth Council. Members Ochalek, Fojut, and Henry expressed interest in going.

## 7. **Assessment of the major reasons why Millennials and Generation Z leave or stay in Milwaukee, including after college graduation.**

Members made the following assessment as to why Millennials and Generation Z leave Milwaukee:

There are City preconditions that negatively impact the quality of life for people such as poverty, poor educational systems, segregation, poor cultural scenes, poor infrastructures, and crime (poor public safety). These preconditions contribute to a regional brain drain to the suburbs. The City needs to better address these preconditions and to install better mechanisms to solve its issues.

Segregation is a unique negative precondition for the City. The City highlights and caters to only a handful of neighborhoods but not the City as a whole. Downtown and the East Side are normally the areas that are promoted. Folks seem to be engaged

*within their own particular communities but not the City as a whole. Non-traditional areas need to be highlighted. Milwaukee seems to be a tale of two cities.*

*Milwaukee seems to lack a cohesive positive identity. Outsiders and residents may differ in their perspective of the City. Oftentimes, the narrative is negative in particular to the preconditions and for persons of color. The disparity and identification between the many communities within the City contribute to the lack of a cohesive identity.*

*Pushback from the government towards community and grassroots ideas, innovation, or initiatives is a turnoff issue. The City's objection to adopting the organic "People's Flag" for the City despite acceptance of the flag at the community level is an example.*

*Pipelines and internships oftentimes lead to nowhere.*

*Young talent may not be getting the proper exposure to the industries and professional fields that they are interested in.*

*There is high turnover for frontline jobs. Frontline jobs are not invested positions. They oftentimes lack adequate support and training.*

*The different college grades may not all share the same perspectives and each class may differ on their intention to stay or leave the City upon graduation.*

*Members made the following assessment as to why Millennials and Generation Z stay Milwaukee:*

*Milwaukee is an ideal urban city, perfect in size, for young professionals and small or new startups to try out their ventures, test their operations, and seize quick pathways to progress upwards in their careers. The City is big enough for people and businesses to market themselves and make an impact. The City is small enough to minimize risks and to allow better access to opportunities as opposed to bigger, crowded cities like Chicago where risks are greater and opportunities come challenging.*

**8. Discussion, identification, or analysis of existing or new programs, policies, or initiatives, including peer models, designed to attract and retain talented, young individuals.**

*Members and staff made the following analysis:*

*Branding campaigns do not work effectively in general. Oftentimes, they are misdirected or inadequately funded to make an impact. An failed example is a \$7 to \$8 million marketing campaign to Chicago from the State of Wisconsin concerning the CTA lines. Real change to people's perspectives is done through authentic cultural experience. There is still some value with branding. A cohesive identity for the City is key to branding. \$50 million is needed to effectively target a market.*

*Madison is a city that is growing without having any initiatives. The university there is integrated into the urban fabric there and plays an important role to that city. However, there is, too, a loss of people there.*

*There needs to be a change in the narrative for the City, one that everyone can positively identify with. The City does not do a good job telling its story. The task force and the Common Council can perhaps direct VISIT Milwaukee and other organizations on how to promote the City, and perhaps some kind of incentive or benefit can be given to these organizations for doing so. The narrative change for the*

*City should be a bottom to top approach. The Sherman Phoenix development is a good example. The City needs to get ahead of its narrative rather than behind it. Perhaps a media kit can be created for the City in time for the Democratic National Convention. The narrative for the City needs to be inclusive of all communities as a whole.*

*The City needs to better promote and assist all of its communities (especially nontraditional ones); small businesses and startups; and ideas, initiatives, and innovation from the community. Policymakers should create policy to support these aspects.*

*Talent pipelines and internships need to lead to opportunities. The City's Direct Connect MKE app, a workforce development platform, should get buy-in and be championed by everyone. The app allows for profiles and a talent pipeline to make connections. There is work to support frontline jobs and creation of a media kit regarding the app.*

*There needs to be better mechanisms installed in schools and the classrooms (both public and private systems) at all levels to educate and expose youths and young talent to career pathways. The focus should not be on the traditional college education pathway. Equally attention should be placed on the apprenticeship pathway. There should be a resource guide like the one done in Atlanta. Local institutions should implement, as part of the student curriculum, to teach more about Milwaukee and the resources that the city has, either as a class or particular assignment requirement.*

**9. Discussion on establishing a framework.**

*Chair Ellison said that there is consensus, at a minimum, for the task force to focus its efforts on apprenticeships; proper talent pipelines; positive identity for Milwaukee; changing the City's narrative; and government support and promotion of startups, community ideas, and all neighborhoods.*

**10. Public comments.**

*There were no public comments.*

**11. Agenda items for the next meeting.**

*To be determined. One item to be insight from the Youth Council. Any presentations made to be limited to 15 minutes.*

**12. Set the date, times, and location of meetings.**

*Next meetings tentatively set for Tuesdays, March 24th, April 7th, April 21st, and May 12th from 7:30 a.m. to 9:30 a.m. Default meeting location is to be at Milwaukee City Hall.*

*Member Carnahan moved that the task force be able to conduct its meetings, in its entirety or any portions thereof, with its members via teleconferencing. There was no objection.*

**13. Adjournment.**

*The meeting adjourned at 9:46 a.m.*

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

**Meeting materials and documents related to activities of the Millennial Task Force can be found within the following file:**

[191649](#)

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

**Sponsors:** THE CHAIR



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## Meeting Minutes

### MILLENNIAL TASK FORCE

**CHAIR: MARQUAYLA ELLISON**

**Jezamil Arroyo-Vega, Nick Carnahan, Angela Damiani, Jordan Donald, Tenia Fisher, Jeremy Fojut, Adam Gabornitz, Michael Hostad, Amelia Kegel, Noel Kegel, Elizabeth McLaren, Kacee Ochalek, Jason Rae, Ger Thao, and Tiffany Henry**

**Staff Assistant: Chris Lee, 414-286-2232**

**Legislative Liaison: Alex Highley, 414-286-8661**

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Tuesday, May 12, 2020

8:00 AM

Virtual Meeting

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This will be a virtual meeting conducted via Go To Meeting. Should you wish to join this meeting from your phone, tablet, or computer you may go to <https://global.gotomeeting.com/join/967372605>. You can also dial in using your phone United States: +1 (224) 501-3412 and Access Code: 967-372-605.

**1. Call to order.**

*Meeting called to order at 8:07 a.m.*

**2. Roll call.**

*Also present were:*

*Bernadette Karanja, City Clerk's Office Workforce Development Section  
Alex Highley, Legislative Reference Bureau*

**Present** 15 - Rae, Fojut, Arroyo-Vega, Carnahan, Damiani, Donald, Ellison, Fisher, Gabornitz, Hostead, Kegel, Kegel, Ochalek, Thao and Henry

**Absent** 1 - McLaren

**3. Review and approval of the previous meeting minutes.**

*Meeting minutes from March 12, 2020 were approved without objection.*

**4. Discussion with or insight from interested parties or members of the public.**

*a. Tech Hub Coalition*

*Appearing:*

*Kathy Henrich, Milwaukee Tech Hub Coalition*

*Ms. Henrich commented. She is a tech executive involved with workforce development. The coalition is relative new (founded October 2019), a nonprofit, and an*

*initiative of Northwestern Mutual. Member organizations are active, want 70,000 new tech jobs, want to lift the ecosystem, and fill the gap. The primary goal of the coalition is to increase Milwaukee tech workers to approximately double what it was in 2017 by 2025. There are four strategic areas of focus to drive demand: startups, tech talent, Bold MKE Vision, and develop supply.*

*Coalition priorities include: Bold Vision - build the image of Milwaukee as a Tech Hub by amplifying existing capabilities and creating a unique value proposition; Startup - leverage cross-industry partnerships to accelerate local start up growth and drive innovation ; Tech Jobs - grow tech jobs in existing companies through successful digital transformation and recruit new tech companies; Freelance - develop the region as a strong community for freelancers while uniquely supporting their needs; K-20 - Retain top talent into the region through internships, entry level roles and inspire the next generation of tech talent; and Talent Reskill - accelerate reskilling of population to prepare for in-demand jobs with living wages to create the most diverse tech-talent.*

*Coalition success would require collaboration among the various sectors of post-secondary, economic development, community, government, K-12 education, corporations, startups, and re-skill (workforce development/training).*

*Further details of the Tech Hub Coalition presentation can be found within Common Council File Number 191649.*

*Members inquired about the coalition's connectivity to and involvement with youths and high schools, reasons why companies get involved in the coalition, incorporating IT courses into K-12 education, lobbying efforts, and outsourcing of new entry level tech jobs.*

*Ms. Henrich replied. The coalition is developing a social media strategy, updating its website, has newsletters, and has virtual internships available. The coalition is working with universities to solicit the virtual internships to students, and many applications have been received. The primary reason for coalition involvement has been investment for the greater good. Companies want to transform the tech economy, understand the shortage in tech talent, and increase their visibility. Internship applications are shared to member organizations. There has been work done with Milwaukee Public Schools to supply and provide access to tech technology. Funding and enforcement is needed to advance IT courses into schools. Although computer science is a required course per the State, there is no dedicated or consistent funding and enforcement mechanisms in place. The coalition has partnered with the Wisconsin Tech Council, and the council will lobby on their behalf. New entry level tech jobs are being developed by Galaxy, and people should contact Galaxy for further details.*

*b. Prism Technical*

*Appearing:  
Randy Crump, Prism Technical CEO*

*Mr. Crump commented. His firm does consulting on construction projects, focuses on workforce diversity and inclusion, and has been involved with major City projects like the BMO Harris tower and Fiserv Forum arena. He was involved with mentoring inner city youths through the Dream Chasing initiative from his church in the past. The initiative resulted in many success stories, but a majority of those youths who succeeded are not in the City anymore. There needs to be more interest and*

*opportunities, such as internships, from local company staples to recruit local young entrepreneurs and professionals who are in or have graduated from college. There is also lacking good recruitment of minorities.*

*c. Generation Iowa Commission*

*Appearing:*

*Shawn Rolland, Wauwatosa School Board member*

*Mr. Rolland commented. Twelve years ago, from 2007 to 2009, he was the Public Information Officer of the Iowa Department of Economic Development who was selected to serve as a liaison to the state's brand new "Generation Iowa Commission," a nonpartisan group of 20+ diverse young professionals and leaders from across Iowa who were tapped and selected (through an application process) to dig into Iowa's "brain drain," hold hearings across the state, conduct research, and subsequently report out findings as well as potential legislative solutions for the state legislature to consider.*

*Mr. Rolland gave a brief overview of the report that resulted from the commission. Data driven analysis and population comparisons were major components. Population studies showed that there was a brain drain of college graduate students despite students migrating to colleges in Iowa. Census data comparisons were done comparing the Midwest states regarding population tracking and annual average wages.*

*Conclusions of the report found that the most important factors are wage related that drive a young person's decision to stay or leave. Iowa's surplus of qualified, college educated professionals drive wages down forcing Iowans to choose between being underemployed in Iowa or leave the state. Without drastic overhaul of economic development practices, 20 percent of Iowa graduates would have to make this choice. The number of Iowa jobs for college graduates would have to dramatically increase to meet the next generation education rate and stem "brain drain."*

*Recommendations of the report included amending legislation to include voting seats for Next Generation Iowans on all boards and commissions relating to economic development and quality-of-life, making job creation programs more ambitious to increase job opportunities for the next generation's education level, expanding "Iowa Internship Program" that links top Iowa college students with internships in small and medium sized businesses, and expanding the Education Award to Iowa's AmeriCorps volunteers to attract service-minded, educated young professionals.*

*In summary it was found that Iowa attracted college students but did not retain college graduates; Iowa lacked adequate number of jobs, internships, opportunities, higher relative wages, and connection points for college educated people and of those out-of-state; and brain drain and net migration were tied to relative average wages.*

*Further details of the Generation Iowa Commission report can be found within Common Council File Number 191649.*

*Members added that there should be consideration to address student debt. Students desire high wages or salaries to pay off their debt. Students may benefit from programs that give them free tuition or discounted tuition for enrolling into universities within their same state of residence, such as in Florida.*

*d. Sherman Phoenix*

*There was no discussion. Mr. Lee said representatives of Sherman Phoenix could not be acquired to attend.*

*e. Youth Council*

*Member Ochalek gave a recap of the insight gained from discussion with the Milwaukee Youth Council at their May 6, 2020 meeting. Several members attended the Youth Council meeting to gain insight. There were eight Youth Council members participating. Some Youth Council seats were vacant. Major passions of those members included bettering the lives of marginalized and disenfranchised communities, helping others, human rights, address mental illness, and advocating the needs of the minority and black community. Two of the Youth Council members indicated coming back to the City after college and all members indicated their intention to not live in Milwaukee after college graduation. Their reasons to leave the City included that Milwaukee is not a safe place for youths and blacks, that they wanted to gain independence and expand their horizons, and that no HBCU exists in Milwaukee. Their positive thoughts about the City included diversity and a sense of community. Their concerns about living in Milwaukee included racism in white-majority spaces, lack of leadership to address inequality, lack of people knowing about the City's potential that is there, and flawed relationship between police and the community due to a history of distrust with and brutality by the police.*

*Members and Mr. Crump made various comments. Government should play a role to address issues raised by youths. HBCUs have merit and allows for minorities to embrace their identities. Minorities tend to flock to HBCUs and ignore other opportunities and universities. There is value to leave the City, broaden horizons, gain skills and experience, and then come back to invest in Milwaukee. College time is a prime opportunity to leave and that choice must be respected. The issue is to make Milwaukee a destination after college and to make people feel comfortable with their environment. Changes must be realistic. The City will not change in a day. Virtual HBCU campuses should be created in Milwaukee. Inner city youths have stigma of not being able to go to college. If given the opportunity to higher education early-on, youths do change their mindset. Many inner city kids are not aware of what Milwaukee has to offer and have not been to many parts of the City. Local colleges need to be more attractive. Independence and identity development can still occur locally and not necessarily through leaving the City. Lack of safety and police mistreatment are main issues to youths. Family, community, and parent have large influence on youths. That culture needs to be engaged to reduce the stigma that young people have about the City.*

*f. Other*

*There was no other discussion.*

**5. Discussion or review of data, assessment of major reasons, analysis of programs and policies, or establishing recommendations relative to the brain drain problem in the City of Milwaukee.**

- a. Apprenticeships*
- b. Talent pipelines*
- c. City identity and narrative*

*Member Gabornitz added comments. Narrative stories of people are important.*



*Milwaukee has positive attributes such as having lower student debt and diversity. The City has not done a good job telling its story. These positive stories need better promotion. There needs to be better, consistent, and investment in a City brand or narrative. At a minimum there needs to be awareness of the opportunities and assets that Milwaukee has.*

*Member Fojut added comments. More data is needed to help the task force make decisions and that he will look at population migration numbers for the City based on census data. Branding campaigns do not work, oftentimes, and costs millions of dollars to make a real impact. Lived experiences work better. Branding comes from entities and assets, and those things must create the brand.*

- d. Government support, promotion, or assistance
  - i. Startups
  - ii. Community initiatives
  - iii. Inclusion of all neighborhoods
- e. Other

*Chair Ellison said to hold discussion of task force priority items over to the next meeting, to add education as an item, and questioned how the task force should proceed further and what additional data it needs.*

*Members discussed having deeper conversations on task force priority items at the next meeting, adding items as necessary, entertained the possibility of breaking out into smaller groups to tackle the priority items, and questioned the task force's impact to make changes.*

*Mr. Lee said that there will be amendment to extend the deadline of the task force to the end of the year, which would give the task force more time.*

*Ms. Karanja added comments. The task force should try to meet as a whole group instead of breaking out into smaller groups. In her opinion breaking out may result groups to fall into the rabbit hole (disconnect from the mission of the task force, work in silos, or find difficulty to accomplish tasks). The task force is already empowered and have been vested to provide recommendations to government and make a difference.*

## **6. Agenda items for the next meeting.**

*To be determined.*

*Agenda items to include review of additional data relevant to the task force and discussion of task force priority items.*

## **7. Set next meeting date and time.**

*To be determined possibly for Tuesday, May 26 or June 2, 2020 at 8 a.m.*

## **8. Adjournment.**

*Meeting adjourned at 10:08 a.m.*

*Chris Lee, Staff Assistant*

*Council Records Section  
City Clerk's Office*

**Meeting materials and documents related to activities of the Millennial Task Force can be found within the following file:**

[191649](#)

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

**Sponsors:** THE CHAIR



# City of Milwaukee

200 E. Wells Street  
Milwaukee, Wisconsin  
53202

## Meeting Minutes

### MILLENNIAL TASK FORCE

**CHAIR: MARQUAYLA ELLISON**

**Jezamil Arroyo-Vega, Nick Carnahan, Angela Damiani, Jordan Donald, Tenia Fisher, Jeremy Fojut, Adam Gabornitz, Michael Hostad, Amelia Kegel, Noel Kegel, Elizabeth McLaren, Kacee Ochalek, Jason Rae, Ger Thao, and Tiffany Henry**

**Staff Assistant: Chris Lee, 414-286-2232**

**Legislative Liaison: Alex Highley, 414-286-8661**

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Tuesday, May 26, 2020

8:00 AM

Virtual

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This will be a virtual meeting conducted via Go To Meeting. Should you wish to join this meeting from your phone, tablet, or computer you may go to <https://global.gotomeeting.com/join/726682309>. You can also dial in using your phone United States: +1 (872) 240-3412 and Access Code: 726-682-309.

**1. Call to order.**

*Meeting called to order at 8:04 a.m.*

**2. Roll call.**

**Present** 12 - Rae, Fojut, Arroyo-Vega, Damiani, Donald, Ellison, Fisher, Gabornitz, Kegel, Kegel, McLaren and Ochalek

**Absent** 2 - Carnahan and Thao

**Excused** 2 - Hostead and Henry

**Also present:**

*Alex Highley, Legislative Reference Bureau  
Bernadette Karanja, Workforce Development Section*

**3. Review and approval of the previous meeting minutes.**

*Meeting minutes from the May 12, 2020 were approved without objection.*

**4. Discussion with interested parties and members from the public.**

*A. Department of Employee Relations*

*Appearing:*

*Emily Keeley, Dept. of Employee Relations (DER)*

*Ms. Keeley provided some insight and data from her office. She does workforce planning with City departments concerning recruitment, retention, and data analysis. Overall, City workforce data show that Millennials represent 53% of new City hires, 30% of the overall workforce, 48% of separations, and have on average less than 2 years of service. For example, there is an 85% turnover rate for City Public Health Nurse positions. Millennials have not been the most diverse generation for the City workforce but are incrementally becoming more diverse over the last 5 years. Retention and not attraction seem to be the issue. The skills gap is widening between Baby Boomers and Millennials. DER has been engaged in retention measures, such as having stay interviews to find out what is important to City employees. DER is still developing exit interviews, which will be key to find out the reasons why City employee separate from the City. DER does not know the reasons, and some reasons could possibly be tied to compensation, values, and culture. There have been other ongoing City strategies such as the City's management training program and various departmental internship and apprenticeship initiatives. For example, the Department of Public Works - Urban Forestry Division has an arborist apprenticeship program that recruits high school students to become certified arborists and eventually transition into forestry entry level positions.*

*Members questioned Gen Z City employment, City turnover for all generations, career and non-career ladder positions, fields with consistent separations, educated opinion for reasons why people separate, and demographics of City Millennials.*

*Ms. Keeley replied. Turnover is between 3 to 8 years across the City as a whole. She can follow-up with data on turnover numbers for career and non-career ladder positions. Gen Z represent a very small percentage (12% to 14%) of the City workforce population and not much data exists for them. In her opinion, some reasons for turnover may include lesser compensation (especially for STEM positions) when compared to the higher, competing compensation of other jurisdictions (especially the suburbs), bad workplace culture, no sense of community, lack of a formal mentorship program, and no core City value or mission. For example, suburbs pay \$58,000 for civil engineers compared to \$51,000 for Milwaukee. Non-STEM fields retain more employees for the City, such as human resources. A mentorship program is lacking for the City with no follow-up with new hires after they are sent to their respective departments after their orientation. City-employed Millennials approximately show the following makeup: 56% Caucasian, 30% African American, 11% Hispanic, 3% Asian, less than 1% American Indian, and 0% Pacific Islander. Caucasian is still the majority race group. The percentage for African Americans is increasing while the percentage for Hispanics has decreased slightly. She can provide further Millennial demographics based on gender. She will follow-up and provide additional data points, as discussed, to the task force.*

*Member Ochalek said that she is working with the Common Council President's office to develop an ERG career development program to provide mentorship to City employee.*

*B. Other*

*There was no other discussion.*

## **5. Discussion, review or recommendations on data, priority items, and tasks.**

### A. Data

Chair Ellison directed members to provide their takeaways, insights, or data on the following topics.

#### 1). Generation Iowa Commission

Member Gabornitz said that perhaps the task force should not duplicate what the commission had done since the commission's recommendations did not make much impact.

#### 2). Milwaukee Tech Hub Coalition

Member Gabornitz said the coalition is new, different, a unified effort from both the private and public sectors; however, it is more top heavy with big corporations and needs more inclusion from smaller firms.

Chair Ellison said that she liked the different components of the coalition and its focus on youths.

#### 3). LRB research

Mr. Highley gave an overview on the task force research topics document, which was forwarded to all members for their review. The document serves to give the task force baseline information on what the City has done, has information on peer cities, is tailored towards task force priority items, helps to lessen the burden for the task force, and can transition into a final report. It lists many programs and initiatives that the task force can take from or build upon rather than start from scratch. The information covers all age groups, is not specific to Millennials, but includes Millennials. Some takeaways from the research on peer cities include that funding new programs may not work or be feasible, economic development organizations such as in Nashville have played key roles for local governments, and expanding apprenticeship programs both public and private have been compelling. It may be more feasible for cities to build upon efforts that already exist.

Ms. Karanja added comments. Best practices should be looked at. Wisconsin has great standards. The black and brown community has low knowledge of apprenticeship opportunities. Government and the private sector should work more hand-in-hand with a common vision such as the case with the Milwaukee Tech Hub. The City's Compete Milwaukee program, WRTP, and Employ Milwaukee have been successful public-private partners to build, provide, and develop workforce, skills training, placement, and pipelines.

Members further commented. The task force should consider different solutions and provide different recommendations for people who are on different career paths. While apprenticeship and internship solutions may attract or apply to younger people, they may not work for older Millennials. Promotions, as an example, could be more important for older Millennials. Millennials like to be tied to a concrete city vision. Retention solutions are important. Police brutality seem to be an issue for City youths. Proper training, such as the Blueprint for Peace, should be incorporated as part of police training. Task force recommendations have to be feasible since City government has the responsibility to implement them. Funds or endorsement should be given towards internships and apprenticeships.

#### 4). Population migration

Member Fojut provided insight on "Metro-to-Metro by Age 2011-2015" population migration data, which was forwarded to members. Although important, task force discussions have been most been mostly about personal experiences. When looking at mobility, more Millennials come to the proper metro area than leave it, especially from Chicago. Data showed that the 18-19 years of age group was the highest group (2412 on average) to leave the City metro area with half going to Dane County (Madison). Also, the City metro area lost people to Minnesota. Many other age groups, including older ones, do leave to non-metro areas locally and other out-of-state metro cities in smaller numbers. Overall, younger people (Gen Z) are leaving the Milwaukee metro area and going to college elsewhere, especially to Madison. There may be a university and higher education issue for Milwaukee, especially for the University of Wisconsin - Milwaukee. Milwaukee universities may be a fallback and not a first option for prospective students. Madison's recruitment is more global. It appear that less people are going to universities. Online classes may negatively impact Milwaukee. The data does not support the assumption that people with families come back to Milwaukee. The Milwaukee metro area migration numbers are not good, but even with poorer numbers is the City of Milwaukee.

Members further commented. The brain drain issue should be a metro issue with Milwaukee being a big component. The City metro area is a net outflow except for the foreign born citizen (immigration) population and the rising Hispanic birth rate, which has kept Milwaukee afloat. Efforts should be targeted towards immigration and the foreign born population, such as extending work VISAs. To entice students to attend Milwaukee colleges, tuition should be discounted for both out-of-state and local students. There should be more scholarships given and a city pool discount rate for local students. Minnesota has tuition reciprocity with Wisconsin. There should be a HBC in Milwaukee. Milwaukee colleges may have the label of being community colleges, which may be a stigma for people. Pre-college programs play an important role to recruit and support students. More data or insight should be sought from them such as from UW-Milwaukee and Marquette University. A local recruiter should come to the task force. A sense of pride and good narrative is lacking for Milwaukee, and people seem to go elsewhere to get them. Milwaukee's narrative needs to change. More connections should be made between high schools and local colleges for which there seems to be an overall disconnect. Of importance is to attract and retain young college students. The reality is that there is no control to make older folks stay in the City area; however, efforts should be made to attract them back or retain them.

Mr. Highley added that on a policy perspective, the Common Council has the ability to legislatively and via the City's Intergovernmental Relations Division (lobbyist department) support tuition change at the state level.

Members discussed that despite being tasked to address the brain drain for Millennials, of equal importance is for the task force to address youths and young adults (Gen Z and early Millennials) to make an impact.

Members agreed that the task force should focus equally on both the different age groups of 15-25 (pre-college/education) years of age and 25-35 (early workforce) years of age.

#### 5). Wisconsin Student Deb Task Force

There was no insight from members.

6). *Other*

*There was no other discussion.*

*B. Tasks and priority items*

*There was no discussion for these items.*

- 1). *Assess the major reasons Millennials leave Milwaukee after college graduation.*
- 2). *Assess the major reasons Millennials stay in Milwaukee after college graduation.*
- 3). *Analyze programs and policies, including peer city models, designed to attract and retain talented, young individuals.*
- 4). *Propose measures to attract and retain Millennials.*

- a. *Apprenticeships*
- b. *Talent pipelines*
- c. *City identity and narrative*
- d. *Government support, promotion, or assistance*
  - i. *Startups*
  - ii. *Community initiatives*
  - iii. *Inclusion of all neighborhoods*
- e. *Education*

- 5). *Make recommendations to the Common Council regarding potential legislative changes and other measures needed to address the Brain Drain problem.*

**6. Agenda items for the next meeting.**

*To be determined.*

**7. Set next meeting dates and times.**

*To be determined.*

**8. Adjournment.**

*Meeting adjourned at 10:00 a.m.*

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



# City of Milwaukee

200 E. Wells Street  
Milwaukee, Wisconsin  
53202

## Meeting Minutes

### MILLENNIAL TASK FORCE

**CHAIR: MARQUAYLA ELLISON**

**Jezamil Arroyo-Vega, Nick Carnahan, Angela Damiani, Jordan Donald, Tenia Fisher, Jeremy Fojut, Adam Gabornitz, Michael Hostad, Amelia Kegel, Noel Kegel, Elizabeth McLaren, Kacee Ochalek, Jason Rae, Ger Thao, and Tiffany Henry**

**Staff Assistant: Chris Lee, 414-286-2232**

**Legislative Liaison: Alex Highley, 414-286-8661**

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Thursday, June 11, 2020

8:00 AM

Virtual

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This will be a virtual meeting conducted via Go To Meeting. Should you wish to join this meeting from your phone, tablet, or computer you may go to <https://global.gotomeeting.com/join/378041845>. You can also dial in using your phone United States: +1 (571) 317-3112 and Access Code: 378-041-845.

**1. Call to order.**

*The meeting was called to order at 8:10 a.m.*

**2. Roll call.**

**Present** 10 - Carnahan, Damiani, Donald, Ellison, Fisher, Gabornitz, Hostead, Ochalek, Thao and Henry

**Absent** 4 - Rae, Arroyo-Vega, Kegel and McLaren

**Excused** 2 - Fojut and Kegel

**Individuals also present:**

*Bernadette Karanja, City Clerk's Office - Workforce Development Division  
Alex Highley, Legislative Reference Bureau*

**3. Review and approval of the previous meeting minutes.**

*The meeting minutes from May 26, 2020 were approved without objection.*

**4. Presentations.**

*A. University of Wisconsin-Milwaukee Upward Bound*

*Appearing:*



*Christina Garza, University of Wisconsin-Milwaukee Upward Bound*

*Ms. Garza gave an overview. UWM's Upward Bound program is federally funded, housed within the TRIO precollege programs, assists 1st generation and low-income high school students from high school to college graduation, and has a 6-week summer program. There will be about 110 participants. In the summer program students will attend academic classes, get experience, and acquire skills. Afternoons will have different activities, such as having career speakers. Travel trips are also done; however, this year's trip to New York was cancelled due to the Covid-19 pandemic. Many freshmen and sophomore college students are overwhelmed and are unsure of their majors. The program helps show and expose students to possibilities in which majors interest them. The program also gives students socio-cultural skills to be successful. Other Upward Bound programs include Math & Science and Veterans. Eligibility for Upward Bound includes being a 1st generation or low-income student and enrollment at a target area high school. Students are able to earn stipends from work study opportunities. Tutoring is provided on campus. Transportation and bus tickets are provided. The website (<https://uwm.edu/trio/high-school-programs/upward-bound/>) has further program details, and students can apply online.*

*Members inquired about student demographics, targeted schools, obstacles to preparing and retaining students, tracking of student participants after graduation, and program funding.*

*Ms. Garza replied. Recruitment and student demographics are based on applicant enrollments, vary year to year, and are different among the different Upward Bound programs. For UWM Upward Bound Hmong students make up the majority (due to a large Hmong population at nearby Riverside High School and from multiple siblings participating), followed by African Americans, Latino, and other. The Math & Science program serves 75 students with the majority being African American followed by Latino and Asian. Target schools include Bay View, Hmong American Peace Academy, Marshall, Milwaukee High School of the Arts, Riverside, South Division, Washington, Wisconsin Conservatory Lifelong Learning, and other schools within the target school service area. There is difficulty to recruit from some schools. UW-Whitewater (Juneau, Custer, Vincent), Marquette University and colleges from Racine and Kenosha also recruit and target schools from Milwaukee. Federal support and funding for the required Upward Bound curriculum is adequate; however, there is lacking support and additional funding to further support 1st generation and low-income students. Lack of finances is a main reason students quit school. There are student support services that can help. There needs to be more scholarships, such as from the alumni community, to invest in students and to help bridge gaps. Monies to assist students culturally and socially outside of the program scope have to come elsewhere via other partnerships. Work study positions are an example. There is no formal tracking of students beyond graduation; however, there is 6 years of tracking of students from their enrollment to their Bachelorette degree. Upward Bound makes a lifelong impact, and many alumni stay connected with each other and the program. Many alumni stay connected through social media and may come back to the university to speak to current students. She herself has recently helped a low-income student to buy food for the student's family during the Covid-19 pandemic. She has started conversations about the current environment dealing with racism and disenfranchisement.*

*Members concurred that more scholarships (such as from the African American alumni community) are needed, Upward Bound has helped some members who were a part of the program, and that students need more support and funding outside of the*

scope of Upward Bound.

*B. Marquette University Educational Opportunity Program*

*Steven Robertson, Marquette University Educational Opportunity Program  
Maggie Cinto, Marquette University Educational Opportunity Program  
Kiarra Reid, Marquette University Educational Opportunity Program*

*Mr. Robertson, Ms. Cinto, and Ms. Reid gave an overview. Marquette's precollege programs consist of Educational Talent Search (ETS), Upward Bound (UB), and Upward Bound Math and Science (UBMS). EOP originated out of civil unrest about 50 years ago during the time of Dr. Martin L. King, Jr., is celebrating its 50 years of existence, and was led by Dr. Arnold Mitchem. Himself, Ald. Ashanti Hamilton, and other successful alumni still in Milwaukee had participated in UB. The precollege programs work, help with exposure, and are transformative. UB students are four times more likely to finish college than students of the same background who are not in UB. UB has 161 students, UBMS has 73 students, and ETS has 503 students.*

*Eligible students are those that are low-income and first generation. UB participants are about 53% women and 47% men based on gender and 56% African American, 35% Hispanic, 9% Asian, 8% Caucasian, and 1% American Indian/Alaskan Native based on ethnicity. UBMS participants are about 49% women and 51% men based on gender and 63.5% African American, 36.5% Hispanic, 9% Asian, and 17.5% Caucasian based on ethnicity. ETS participants are about 52.5% women and 47.5% men based on gender and 76% African American, 16% Hispanic, 2.5% Asian, and 3% Caucasian based on ethnicity. Target area schools are based on targeted Census Tract zip codes and include Riverside, Bradley Tech, North Division, South Division, Marshall, Hamilton, St. Augustine, and Milwaukee Academy of Science.*

*MU precollege programs are unique in that they are project research-based and involve community engagement. The programs expose students to different social capital, do regional and national college tours, and give students opportunities for free travel trips outside of Milwaukee. Participants tend to stay and find college more affordable. A recent initiative is an effort to integrate social justice into the curriculums.*

*Member Fisher said that she is a MU alumni.*

*Members inquired about the number of participants who graduated.*

*Mr. Robertson, Ms. Cinto, and Ms. Reid replied and added comments. For UB secondary school retention and graduation is at 99%, postsecondary enrollment is at 85%, and postsecondary completion (6 years) is at 69%. For UBMS secondary school retention and graduation is at 93%, postsecondary enrollment is at 81%, and postsecondary completion (6 years) is at 79%. For ETS secondary school retention and graduation is at 93%, postsecondary enrollment is at 55%, and postsecondary completion (6 years) is not known or available. There is effort to create a precollege hall of fame. UB is national. Students are appreciative of UB. Many alumni have come back to talk to students. Alumni do stay connected. College graduates are given opportunities to be tutor counselors and student workers. Efforts are being made to be cutting edge to find additional resources and connections such as acquiring work study, apprenticeship, internship, and STEM opportunities. Some UB class examples are IT, engineering, and medicine.*

*C. Direct Connect Milwaukee*

*Ms. Karanja gave an overview. The Workforce Development Division was formed three years ago and is housed in the Common Council - City Clerk's Office. DCMKE is a digital workforce pipeline platform and network for prospective job seekers and employers to connect. The platform is supported by the mayor and Common Council, was heavily invested by and supported by David Douglas, and was built by Jason Lambert of Yolobe. Objectives of the platform are to combat young adult challenges (skills gap, career readiness, barriers, unemployment, outdated tech, overworked professionals, etc.), provide expertise, increase awareness of training and placement opportunities, increase engagement, help connect and improve access to employment services, share event information, learn about job seekers, build social capital or youths or young adults, break silos, share successes with local professionals, build a network of trust, and transform disconnection into success. The platform had a soft launch and is now at full capacity to do a full launch soon.*

*The platform is social media oriented, interactive, can be used on mobile devices, is secure, and has smart A.I. Users can create profiles that can be shared with employers, can create their own pathways, select their own networks, and can work with employment specialists. There are informal site visits and surveys. From 2018 to 2019 there has been an increase of 48% in employment agency activities attributable to DCMKE. The platform currently has 38 networks (employment agencies), 207 supportive service agencies, 530 job seekers, 139 admins, and 119 promoters. Job seekers are tracked. There is competition with other career websites, but DCMKE is more comprehensive than the competitors. Task force members should be promoters for DCMKE. Perhaps precollege programs can participate in the platform, and she can be in contact with Marquette University and UW-Milwaukee.*

*Chair Ellison said that she is familiar with DCMKE and that the task force should be an ambassador to DCMKE.*

*D. Other*

*Ms. Garza said that perhaps the task force can bring someone in to discuss investment in homeownership and lease-to-own programs, such as with Verbhous, as a retention tool to help people stay in the City.*

## **5. Assessment and analysis.**

*These items were not discussed.*

- A. Milwaukee Department of Employee Relations workforce data*
- B. Population migration*
- C. Reasons Millennials and Gen Z leave or stay in Milwaukee*
- D. Any other research requests?*
- E. Other*

## **6. Set priority items and recommendations.**

*These items were not discussed.*

- A. Goals*
- B. Actionable Objectives*
- C. Measurable Expected Outcomes*

*D. Other*

**7. Next steps moving forward.**

*A. Task force meetings and structure*

*This item was not discussed.*

*B. Set next meeting dates and times*

*The next meeting date, time, and venue to be determined offline.*

*C. Agenda items for the next meetings*

*Members said that the next meeting should have no presenters and for there to be internal discussion about priority items, development of a foundation, and members' ideas (Members Meeting Ideas document) thus far.*

*Members said that the current civil unrest pertaining to systematic brutality, racism, discrimination, inequality, and social injustice (which extends beyond the police and public safety) should not be forgotten, extends into the workforce, and should be included as focus item for the task force to address going forward. Long term solutions are needed and anti-racism should be a recommendation. Police cadet training programs need to incorporate the Blueprint for Peace, which is lacking. The City has good stories and resources, and there needs to be better promotion and awareness of them.*

*Ms. Karanja added that government can help scale up existing resources.*

*D. Other*

*There was no other discussion.*

**8. Adjournment.**

*The meeting adjourned at 10:05 p.m.*

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



# City of Milwaukee

200 E. Wells Street  
Milwaukee, Wisconsin  
53202

## Meeting Minutes

### MILLENNIAL TASK FORCE

**CHAIR: MARQUAYLA ELLISON**

*Jezamil Arroyo-Vega, Nick Carnahan, Angela Damiani, 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**

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Friday, July 10, 2020

1:00 PM

Virtual

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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/358857853>. You can also dial in using your phone United States: +1 (872) 240-3212 and Access Code: 358-857-853.

**1. Call to order.**

*Meeting called to order at 1:05 p.m.*

**2. Roll call.**

**Present** 12 - Rae, Fojut, Donald, Ellison, Fisher, Gabornitz, Hostead, Kegel, Kegel, Ochalek, Thao and Henry

**Absent** 2 - Arroyo-Vega and Damiani

**Excused** 1 - Carnahan

**Also present:**

*Bernadette Karanja, Common Council, City-Clerk's Workforce Development Office  
Alex Highley, Legislative Reference Bureau*

**3. Review and approval of the previous meeting minutes.**

*The meeting minutes from June 11, 2020 were approved without objection.*

**4. Set priority items and recommendations.**

- a. Goals
- b. Actionable Objectives
- c. Measurable Expected Outcomes

d. Other

## 5. Assessment and analysis.

- a. Milwaukee Department of Employee Relations workforce data
- b. Population migration
- c. Economic inequality
- d. New City Observatory Report: Youth Movement
- e. Diverting funds from public safety
- f. Reasons Millennials and Gen Z leave Milwaukee
- g. Any research requests?
- h. Other

Chair Ellison said that the task force should have an internal discussion on members' ideas and suggestions made thus far from previous meetings, assess the reasons why people leave or stay in the City, identify items of priority to progress forward, and to review the member ideas document.

Members questioned the employment boundaries and sectors that the task force was directed to address and what government can do in response to task force recommendations.

Mr. Lee said that the legislation creating the task force directs the task force to address the City of Milwaukee as a whole, including both the private and local government sectors.

Chair Ellison commented. The research document "America's Opportunity Gaps: By The Numbers" contains six key opportunity gap areas that reflect the same gaps that the task force would like to address: education, employment, entrepreneurship, criminal justice, health, and wealth disparity. Perhaps the task force can provide recommendations quick enough to impact the City's upcoming budget proposals for next year. The task force should work to identify and build upon existing initiatives and programs rather than reinvent them. Examples of existing programs include Upward Bound. The task force has identified two different groups to address: 15-25 (pre-college/education) years of age and 25-35 (early workforce) years of age. Public employment in the City of Milwaukee can be a starting point to address. There should be incentives towards first time home buying and residence in particular areas of the City. A reason why people leave the City may be due to the inner city being too congested. Exposure to pathways is important for young people. There are some persons within her Social X organization that can come speak to the committee to share insight on their successes. Through various Social X events a positive that she has heard from many people from the outside is the lower cost of living in Milwaukee.

Ms. Karanja commented. The City budget is finite with small allocations going directly towards the community. Both public and private funding is needed to work in partnership towards solutions. There should be expansion into private dollars. She came to Milwaukee from Kenya as an immigrant, remained in Milwaukee for its big-city-small-town feel, was surprised by the racism issues in the City, and was motivated to fight for more inclusiveness.

Member Ochalek commented. She is working with the Common Council President's office to develop an ERG career development program to provide mentorship to City employee and can share information from the program. Perhaps information can be collected on Common Council legislation impacting, relating to, or addressing the brain

*drain topics that the task force is exploring. DCMKE is about connection, breaking down silos, and should be given more resources to expand.*

*Mr. Highley said that he can collect information on Common Council legislation that would be relevant to the task force and also on the City's 10,000 Homes Initiative.*

*Member Fojut commented. Measures are needed to help retain people with upward mobility since these people are the ones that are able to leave the City. One year programs are not successful. There are some business improvement districts (BID) that have been successful, and more capacity and resources should be given to BIDs to help them improve commercial corridors. Tax Incremental Finance (TIF) is an economic development technique to expand the property tax base and value to fund site improvements that would not otherwise occur. A Tax Incremental District (TID) is physical area designated for improvements via a TIF. He is part of summer course pilot program called The Great Lakes Gap Year with MATC for in-state and out-of-state high school and pre-college students. Students can convert credits and have access to employers.*

*Member Hostad commented. Reasons people may leave the City include high property taxes, inflated childcare costs, and inflated college tuition costs. There should be anti-displacement measures and programs for childhood development or tax credits for childcare. Successful TIDs can allocate funds to underperforming TIDs, and BIDs should be able to do the same to assist underperforming BIDs. Childcare issues may impact older people and not younger people.*

*Members said that Millennials include people at various different points of life and recommendations should not be age specific but rather be based on stage of life as follows: high school to precollege (up to 23 years of age), those with no children (23 to 30 years of age), and those with families (30 to 38 years of age), that the City of Milwaukee needs to market better its many programs, which many people have no awareness about, and that there are too many silos.*

*Members Rae and Thao shared that they moved to Milwaukee from elsewhere to originally attend college in Milwaukee and remained in Milwaukee post-college due to employment and internship opportunities; Milwaukee being a big enough city for upward mobility, success, and personal achievement; and being in close proximity to family back home.*

*Member Rae added comments. Pipelines to jobs are crucial for retaining people. Based on his college experience, many people do not venture off campus and remain in the campus bubble. Students need to venture out more to learn about and be more exposed to the City.*

*Member Thao added that he is at a stage in life to start a family and is assessing whether or not he and his family will remain in the City with the education system being one important factor in his decision making.*

*Members commented. Staying in Milwaukee is about integration. For younger people of importance is to increase university enrollment for them, make the college experience better, implement curriculums to teach them about Milwaukee possibilities, and expose them to the City and its opportunities. Career opportunity, upward mobility, and family well-being are more important to older people.*

*Member Hostad said that he was interested to be further involved with creating*

*incentive-based solutions and policies.*

*Members Hostad and Fojut left the meeting at 2:28 p.m.*

*Members further commented. Solutions need to be inclusive of everyone and also be intentional to aide those who have been systematically disenfranchised (African Americans and other minority groups). Safety in all aspects need to be considered, including police brutality and strained police-community relations. Recommendations should address racial justice and mirror what the City is doing. More support should be given to the Office of African American Affairs.*

*Mr. Highley said that recommendations can be symbolic and does not all have to be program-based. Task force support can lead to government support and outside awareness. For context, some Common Council legislation has come through the form of supporting existing programs and initiatives rather than creating them.*

*Mr. Lee said that task force agendas, minutes, and collected data/research are all collected under Common Council File Number 191649. The file is publicly accessible, and he can forward the access link to members.*

## **6. Next steps moving forward.**

### *a. Task force schedule of meetings and structure*

*To be determined. Task force to remain meeting as a whole group to continue discussing the direction of the task force.*

### *b. Agenda items for the next meeting*

*Items to include:*

- Further assessment of reasons why Millennials and Generation Z stay or leave Milwaukee*
- Identification of existing programs or initiatives (homebuyer assistance, 10,000 Homes Initiative, childcare assistance) relating to task force brain drain topics*
- Information on Common Council legislation relating to task force brain drain topics*
- Examples of task force reports*

### *c. Set next meeting dates and times*

*To be determined.*

### *d. Other*

*There was no other discussion.*

## **7. Adjournment.**

*Meeting adjourned at 2:54 p.m.*

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







# City of Milwaukee

200 E. Wells Street  
Milwaukee, Wisconsin  
53202

## Meeting Minutes

### MILLENNIAL TASK FORCE

**CHAIR: MARQUAYLA ELLISON**

*Nick Carnahan, Angela Damiani, 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*

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Wednesday, August 26, 2020

8:00 AM

Virtual Meeting

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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/381677501>. You can also dial in using your phone United States: +1 (646) 749-3122 and Access Code: 381-677-501.

**1. Call to order.**

*Meeting called to order at 8:03 a.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 - Damiani

**Also present:**

*Alex Highley, Legislative Reference Bureau*

*Member Woods was introduced as a new member to the task force replacing Elizabeth McLaren, and he said he was excited to serve on the task force as a representative from the Bridge to City Podcast.*

**3. Review and approval of the previous meeting minutes.**

*The meeting minutes from July 10, 2020 were approved without objection.*

**4. Assessment, analysis, and setting of goals, objectives, outcomes, and recommendations.**

A. *Reasons Millennials and Generation Z leave or stay in Milwaukee*

*This item was not discussed.*

B. *Review of Common Council, public or private sector legislation, programs, and initiatives*

*Mr. Lee said that the task force had previously inquired about current City initiatives.*

*Mr. Highley gave a brief overview of recent Common Council legislation relative to the 10,000 Homes Initiative, police reform, neighborhood economic development, housing, and workforce. Many of the legislation align with task force priorities.*

*Members commented. Task force approval and support of Common Council legislation would be important to further assist implementation or expansion of their legislation. Common Council File Number 200431 should be expanded to request competency assessments for all City department employees beyond the Police Department. Common Council File Number 191461 should be expanded, perhaps with a request for dedicated city funding and position to conduct stay interviews and improve company culture (an ERG goal). A positive company culture for the City is lacking at the moment.*

C. *Summary of task force priorities*

*Members reviewed and commented on the one-page task force priority items sheet (stemming from the task force members' idea document). The list of priority categories included "Education", "Employment and Economic Development", "Milwaukee's Image and Stories", "Racial and Criminal Justice", and "Housing". "Racial and Criminal Justice" category should be a major item at the fore. Perhaps health can be its own category. Covid has severely affected the black and brown community. The recent social justice movement is being largely led by young people. The summary sheet should be trimmed down. The "Milwaukee's Image and Stories" category should be removed and would be captured in the other categories. The "Housing" category should also be removed and be captured under other categories.*

*Members, led by member Fojut, further discussed adding "Infrastructure, Transportation, and Streets" as an additional priority category item. There should be a pedestrian first design mindset relative to the infrastructure of neighborhoods. Such a mindset by the City would improve the health, wellness, attraction, and retention of residents. Some infrastructure solutions would include installing pedestrian malls (on Wisconsin Avenue), running or pedestrian lanes, a new Third Ward at the Sherman Phoenix area, and adopting of the Copenhagen Model or 15 Minute City Model. There is much segregation and inconsistent curb appeal in the City, and streets need to be consistent everywhere in all neighborhoods in the City. Cost of improvement and offsetting costs would be important to consider so as to prevent the unintentional consequences of increased property taxes and displacement of residents. The City's "Complete Streets Health and Equity Report" should be reviewed.*

*Mr. Highley said he will try to acquire research and peer studies to support the task force's infrastructure recommendations.*

*Member Fojut said that he has further recommendations and policy ideas to propose and would share them accordingly in the future.*

Members, led by member Rae, discussed forming task force recommendations based on the SMARTIE criteria model (Specific, Measurable, Attainable, Realistic, Time-bound, Inclusiveness, and Equitable). The SMARTIE model seem restrictive by directing goals to be timely achievable, but the task force should consider recommendations for the long-term.

*D. Review of recommendations from other task forces*

Members reviewed recommendation reports from the City's Water Quality Task Force and City-County Carjacking and Reckless Driving Task Force and said that the recommendation report from the Millennial Task Force should have simplicity, an identifiable short summary, and graphical information.

Members advocated for the task force's recommendations to be held accountable, have public inclusion, be monitored, and be a living document beyond the task force.

Mr. Highley said that recommendations from the task force are generally advisory and that the Common Council, city departments, or other agencies have the discretion to implement or hold recommendations accountable.

Mr. Lee added that the task force could recommend extending the task force beyond making recommendations, which has happened before, and that the original sponsor of the task force Common Council President Cavalier Johnson can certainly champion and hold accountable the recommendations coming from the task force.

*E. Additional research, speaker, or presentation requests*

Members discussed. There should be Milwaukee Public Schools, Choice, and Charter school speakers on the "Education" category. Pertaining to "Infrastructure, Transportation, and Streets" category speakers to include would be the Department of Public Works, Department of City Development, and other main transit representatives. Topics of discussion could entail the City's "Complete Streets" initiative, BIDS, NIDs, Zoning, Commercial Corridor programs, bus rapid transit, and rail lines.

Members Kegel, Hostad, and Fojut said they would help coordinate speaker contacts with clerk staff on "Complete Streets" (Jeff Polenske and Mike Amsden of DPW), Regional Transit Leadership Council (RTL - Dave Steele), and rail lines (Greg Dugan of Transit Innovations, LLC) respectively.

Members further commented. Ideally there should be internal discussion on each category topic to identify and refine goals and questions prior to inviting speakers. Discussions with City personnel would serve to gauge City implementation and insight. Non-City speakers and gurus should then be invited.

*F. Other*

There was no other discussion.

## 5. Next steps.

*A. Meeting schedule and structure*

Members said that meetings should continue to occur every two to three weeks with

*each meeting focused on a task force priority item.*

*B. Agenda items for the next meeting*

*The next meeting to focus on the "Infrastructure, Transportation, and Streets" priority item.*

*C. Set next meeting date(s) and time(s).*

*To be determined offline possibly in the second or third week of September.*

*D. Other*

*There was no other discussion.*

**6. Adjournment.**

*Meeting adjourned at 9:45 a.m.*

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

**Meeting materials relating to the Millennial Task Force can be found within the following Common Council file:**

[191649](#)

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

**Sponsors:** THE CHAIR



# City of Milwaukee

200 E. Wells Street  
Milwaukee, Wisconsin  
53202

## Meeting Minutes

### MILLENNIAL TASK FORCE

**CHAIR: MARQUAYLA ELLISON**

*Nick Carnahan, Angela Damiani, 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*

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Tuesday, September 8, 2020

3:00 PM

Virtual Meeting

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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/766386101>. You can also dial in using your phone United States: +1 (571) 317-3112 and Access Code: 766-386-101.

**1. Call to order.**

*The meeting was called to order at 3:03 p.m.*

**2. Roll call.**

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

**Excused** 3 - Damiani, Donald and Fisher

**Also present:**

*Alex Highley, Legislative Reference Bureau  
Bernadette Karanja, Common Council-City Clerk's Office Workforce Development  
Division*

**3. Review and approval of the previous meeting minutes.**

*The meeting minutes from August 26, 2020 were approved without objection.*

**4. Assessment, analysis, and setting of priority goals, objectives, outcomes, and recommendations.**

*A. Task force priorities*

*1.) Infrastructure, streets, and transportation*

*-Milwaukee "Complete Streets", BIDs, NIDs, Zoning, Commercial Corridor programs, bus rapid transit, rail lines*

*Chair Ellison asked members to review the "Milwaukee Complete Streets Health and Equity Report 2019" and policies making streets more pedestrian friendly and accessible.*

*Mike Amsden, Department of Public Works, gave an overview on Complete Streets. He is the Multimodal Transportation Manager. The Complete Streets policy was adopted in 2018 and is fairly recent. Goals of the policy are to promote safety, comfort, and enjoyment of City streets and sidewalks for persons of all ages, mobility, and disabilities; apply to all project phases; prioritize equitable investment; engage with communities; strive for pedestrian safety; create a better city, attract and retain residents; have transportation options; and address disparities. There has been community advocacy for better street and sidewalk infrastructure. There has been implementation on some City streets resulting in better landscaping, green infrastructure, bike lanes, outside dining options, and/or narrower lanes for those streets.*

*Members said that "Complete Streets" should be more aggressive as a policy instrument, have more follow-through on implementation, be more forward thinking rather than reactionary, can possibly make driving and parking more difficult with narrower lanes, should have an overall vision, should be better marketed, and should be intentional (especially for people in different life stages). Members added that increasing parking prices (due to Milwaukee having low parking rates) can be a revenue generator.*

*Members inquired about policy expansion, leadership, impact on driving, and parking. Members also questioned equitable connectivity and implementation on the city northside, the Active Streets Initiative, project selection process, upcoming projects, community engagement process, and overall vision for Complete Streets.*

*Mr. Amsden responded. There could be more resources and funding acquired towards the policy. Through the support of advocacy groups, the 2020 City budget was amended to fund \$500,000 toward the implementation of Complete Streets this year. The City has the ability to do variable parking pricing. There are many recommendations to expand upon such as prioritizing safety over speed. The policy is supported at the top by Mayor Tom Barrett and DPW Commissioner Jeff Polenske. The policy has changed the perspective on street infrastructure from being solely about engineering. They are now tracking and evaluating the progress of street infrastructure on an annual basis, which was not done before. They are now doing more intentional community engagement for projects, such as doing walks and bike rides, as opposed to doing just informational sessions. There must be benefits and alternatives offered for making streets narrower. On connectivity and equitable access opportunities, there is a Rails to Trails project for the 30th Street Corridor to create a multi-use trail from Miller Park to 30th Street and Havenwoods Park. A feasibility analysis is being done followed by process with the State and railroads. There are plans to expand the Beerline Trail northwest. The Active Streets Initiative helps to provide access to City-County parks and trails. Due to the pandemic existing corridors with support were chosen for this year. Budgeting is being done to expand next year, which will entail a community process. There are no locations set yet. Traditionally, projects were based on condition. Other important criteria are being considered now for projects. Examples include data on safety and crashes. Some future projects*

planned include National Avenue, at Century City 35th Street and Capitol Drive, Becher Street, and Teutonia Avenue. Community engagement will entail going beyond informational sessions, catering to each neighborhood uniquely (neighborhoods are different from each other), and being relevant to different cultures. There is no unique overall vision and marketing done for the policy other than what was mentioned.

Chair Ellison said that beyond Millennials the task force is focused on people within three different life stages: youth to 23 years old (education years), 23 to 30 years old (no family/children), and 30 years and over (with families/children).

Lafayette Crump, Commissioner of the Department of City Development, commented on City development. There are no parking minimums downtown, parking rates for the City are lower than the rates of peer cities, and developers usually include more parking than required in their projects due to demand. DCD will also consider the different life stages of people, homeownership, racial equity, and residents. Developments in the City need to be intentional and mindsets need to change on the front end so that developments can occur in all parts of the City other than downtown. Downtown is an important catalyst for the City. Complete Streets seems to be what people want. There needs to be acknowledgement of the many areas where Milwaukee ranks low with respect to African-American economic success. At the same time, there should be action and creative solutions to improve those negative aspects.

Members said that the City's business improvement districts (BIDs) seem to be disproportionately funded and successful, there should be more resources and creative solutions to help underperforming BIDs, perhaps there can be the ability to redistribute funds from successful BIDs to underperforming ones to be more equitable, perhaps the City can explore doing a revolving loan fund program to purchase empty buildings like the \$50 million fund in Cincinnati, City leadership has been focused on downtown development, opportunity zones work for projects over \$10 million and not for smaller projects, and perhaps the City can do its own opportunity zone.

Ken Little, DCD Commercial Corridor Team, commented on commercial corridors. There has been Tax Incremental District (TID) redistribution of funds from TIDs to other TIDs. There have been instances of TIDs being created for areas other than downtown and in underserved areas. Sherman Phoenix was an example. There are some existing economic development tools for commercial corridors such as through Brew City Match and MKE United. New revenue streams need to be explored for BIDs. Grants through his office are specific tools to assist businesses in commercial corridors.

Commissioner Crump added comments. Metropolitan Milwaukee Association of Commerce also assists in economic development. Downtown is important, and equally important are all neighborhoods outside of downtown. There was intention to extend the streetcar to other areas from downtown. There needs to be options for people who do not want to live downtown. Developers need to be convinced to develop in areas outside of downtown through incentives or making them think earlier about possibilities.

Two individuals from the public objected to the streetcar.

Chair Ellison said that the streetcar has been controversial and exists currently.

Dave Steele, Regional Transit Leadership Council (RTL), commented on regional



*transit.*

*Of importance to him and RTLC are to have solutions drive conversations, advocate transit, and pinpoint problems. RTLC is a coalition of regional leaders with the goals of being a convener, articulating its vision, championing transportation choices, building upon existing transit options that are working, working across transit lines, and championing equity. The view that Milwaukee has no transit options is false. Milwaukee has the third most ridership numbers in the Midwest. The negative view of Milwaukee transit may be rather that there are poor transit choices or that transit options cannot compete with driving. Data show that communities of color are more reliant on transit and suffer more from transit cuts. Transit insecurity is a major roadblock for advancement. The bus is the backbone of workforce transit. Many people may lack a car, driver's license, and/or cannot afford owning a car. Many jobs, either inside or outside Metro Milwaukee, are inaccessible by transit or require very long transit travel times. Jobs should not have to require a person to own a car or travel long times.*

*There are short-term goals (centered on Covid-19 recovery) to provide emergency transportation funding to displaced workers, embrace Complete Streets, and support the bus transit system. A mid-term goal is to embrace a bus rapid transit (BRT) system. There are efforts to improve and expand rapid busing connectivity between Milwaukee County and Waukesha County, which will improve transit accessibility and travel times to jobs. Having a BRT transfer point at Vel Phillips Square or at 4th St./Wisconsin Ave., creating a regional transit app, spearheading rideshare or microtransit service in suburban areas, and having flexible, on demand service are other mid-term goals. Long-term goals center on being better than the competition by using tech more intelligently, having different modes work together for a rider to get to a destination, having Milwaukee being a region of choice for employment, housing, and transportation.*

*The region is diffuse with cities doing things in silos and throwing money at businesses to move there. The leadership council is focused on working with existing transportation and leaving land use alone. There will be a fall symposium called Reimagining Transportation in Southeastern Wisconsin on September 15, 2020, and more information regarding the event can be forwarded to the task force.*

*Members said that safety and transit to large job sites are important, perhaps a Talent Retention and Attraction Task Force can better continue the efforts of the Millennial Task Force beyond Millennials, covid has produced different options (virtual) and issues, and there should be task force recommendations on transit.*

*-Supporting research*

*No discussion.*

*2.) Other*

*No discussion.*

*B. Reasons Millennials and Generation Z leave or stay in Milwaukee*

*No discussion.*

*C. Review of Common Council legislation, existing programs, or initiatives*

*No discussion.*

*D. Any research, speaker, or presentation requests?*

*No discussion.*

*E. Other*

*No discussion.*

**5. Next steps moving forward.**

*A. Task force meeting schedule and structure*

*Meetings to occur every 2-3 weeks. The task force may have to extend its deadline to complete its work.*

*B. Agenda items for the next meeting(s)*

*Internal discussion by members on infrastructure, streets, and transportation.*

*C. Set next meeting date(s) and time(s).*

*To be determined.*

*D. Other*

*No discussion.*

**6. Adjournment.**

*The meeting adjourned at 4:59 p.m.*

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

**Meeting materials relating to the Millennial Task Force can be found within the following Common Council file:**

[191649](#)

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

**Sponsors:** THE CHAIR



# 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*

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Monday, September 28, 2020

8:00 AM

Virtual Meeting

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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/454344005>. You can also dial in using your phone United States: +1 (571) 317-3122 and Access Code: 454-344-005.

1. **Call to order.**

*The meeting was called to order at 8:05 a.m.*

2. **Roll call.**

**Present** 12 - Fojut, Carnahan, Donald, Ellison, Fisher, Gabornitz, Hostead, Kegel, Kegel, Ochalek, Thao and Woods

**Excused** 2 - Rae and Henry

**Also present:**

*Alex Highley, Legislative Reference Bureau  
Bernadette Karanja, Common Council - City Clerk's Office Workforce Development  
Division*

3. **Review and approval of the previous meeting minutes.**

*The meeting minutes from September 8, 2020 were approved without objection.*

4. **Assessment, analysis, and setting of priority goals, objectives, outcomes, and recommendations.**

*A. Task force priorities*

*Chair Ellison said for members to discuss further infrastructure, streets and*

transportation followed by education and other priority items.

1.) Infrastructure, streets, and transportation

Members considered written recommendations from a group of interested advocates, including some DPW staff, but not exclusively, as follows:

Near-Term:

1. Explicitly state that the City aims to reduce automobile trips, and ensure all policies, designs, decisions, ordinances, etc reflect this goal (zoning code, parking requirements, parking pricing, etc). Specific to DPW - mandate safety, comfort, and access for all users over speed and capacity in all street design projects - this will immediately reduce speeding and increase trips made by walking, biking, and transit.
2. Become a member of the National Association of City Transportation Officials (NACTO) and adopt all NACTO street design guidelines - NACTO is leading the national conversation on making city streets more equitable, safer, sustainable, and more vibrant. 81 cities and transit agencies throughout North America are NACTO members - Milwaukee is falling behind its peers.
3. Support the efforts of the Equal Rights Commission and the Health Department to ensure all actions impacting the ROW comply with the City's Achieving Racial Equity Resolution.

Long-Term:

1. Reorganize / abolish DPW to create a modern transportation agency that is tasked with addressing equity, climate change, safety, economic development, mobility, mode shift, quality of life, etc. In concert with this effort, a new strategic plan should be developed that identifies a vision, goals, and meaningful next steps towards implementation.
2. Commit to Vision Zero - the elimination of serious injury and death caused by traffic violence. This will create a safer, healthier, and more equitable city.
3. Develop and propose a well-researched, widely supported, and sustainable funding source to generate local revenue for transportation; including maintenance, transit improvements, mobility improvements, streetscape improvements etc. This must be a transparent process with wide support that is explicit on where funds will be used.

Members and staff discussed supporting all the recommendations, supporting only the reorganization and not abolishment of DPW; exploring further how to reorganize DPW before supporting its reorganization; that DPW reorganization is a bold move that may best create real change; that current DPW structure may be outdated and a barrier to success; that DPW has 4 main divisions with many subdivisions within those divisions; that Milwaukee is not a member of NACTO; that there should also be consideration of different age groups, racial equity, and the City's narrative; that there should be a priority to invest in disadvantaged neighborhoods to improve transportation and streets there; that the Sherman Phoenix site (Fond du Lac Ave. and 35th St.) is an example; that DPW town hall meetings should ask Millennials for input; that DPW has a process and schedule to evaluate streets for total reconstruction (30-year cycle) or for high impact paving; that implementation of Complete Streets depend on costs and the physical space of a street; and that there are ways to adjust, alter, or reduce projects in order to implement Complete Streets in some fashion.

Member Noel Kegel moved that the task force pursue the near-term and long-term recommendations, except the abolishment of DPW, and prioritizing disadvantaged neighborhoods as potential committee recommendations. Member Gabornitz seconded. There was no objection.

Member Noel Kegel added that he could assemble additional information and resources.

## 2.) Education

Chair Ellison said that the task force should acquire data on Milwaukee Public Schools (MPS) high school students or having MPS come before the committee.

Member Fojut said that 14% of MPS students go on to college and that there is further data on MPS students going to college.

Member Gabornitz said that perhaps All-In Milwaukee can come before the task force, that it is a nonprofit organization assisting low-income students to address barriers (college tuition, mentorships, internships) for them, and that 8% of students of color graduate.

## 3.) Other

Ms. Karanja said that the Common Council had passed social responsibility legislation to offer incentives to hire people of color and that there should be social responsibility measures taken for big corporations to increase training, internships, and access to people of color.

Member Hostad said he's a part of a tech hub talent consortium of 59 nonprofit organizations in the City striving to share resources, bridge gaps, and build metrics for young people; that there is no spokesperson; that he can be a liaison to obtain data and information from the consortium; and that the corporate community should have better presence.

Chair Ellison said that the task force should learn more about the City's Earn and Learn program and that perhaps Big Step/WRTP can appear before the task force regarding apprenticeships.

Members further discussed that the task force should also separately focus on housing and the workplace as next priority items, converse with young developers such as those from the ACRE program, that there should be support for the Convent Hill 32-story mixed-income apartment tower project from the Housing Authority of the City of Milwaukee (HACM); and that private developers may find issue with HACM's project.

## B. Reasons Millennials and Generation Z leave or stay in Milwaukee

Member Fojut said that if granted permission and once completed he would like to bring to the committee results from an exit survey regarding employees leaving large companies in Milwaukee, that most of those surveyed said they would not return to Milwaukee, that issues for those leaving include the archaic nature of large companies and segregation in the City, that all ages including Millennials were surveyed, that the survey's intent was to build profiles and target markets, and that people without much experience of the City are more willing to come and stay in the City.

## C. Review of Common Council legislation, existing programs, or initiatives

The task force had discussed or mentioned about the City's Earn and Learn program, social responsibility legislation, and Complete Streets policy in earlier discussions.

*D. Any research, speaker, or presentation requests?*

*The task force had discussed, mentioned, or inquired in earlier discussions about further research and/or presentation on DPW internal staff recommendations, NATCO, MPS and MPS high school students, All-In Milwaukee, tech hub consortium, Earn and Learn program, Big Step/WRTP, social responsibility legislation, exit survey of employees leaving large companies in Milwaukee, ACRE program, and HACM's Convent Hill project.*

*As requested by members, Mr. Highley said that he will do research on the City's Earn and Learn program, MPS student surveys, Common Council's authority on restructuring City departments, peer city programs to combat segregation (i.e. Cincinnati), and data on college student enrollment, migration, in-state/out-of-state numbers, and reasons for enrolling into their schools.*

*E. Other*

*There was no other discussion.*

**5. Next steps moving forward.**

*A. Task force meeting schedule and structure*

*Remain meeting every 2-3 weeks focusing on a priority item each time.*

*B. Agenda items for the next meeting(s)*

*To be determined. Items may include priority items of education, apprenticeships, housing, and the workplace.*

*C. Set next meeting date(s) and time(s).*

*To be determined for the end of October.*

*D. Other*

*There was no other discussion.*

**6. Adjournment.**

*The meeting adjourned at 9:28 a.m.*

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

**Meeting materials from past and present meetings can be found within the following file:**

[191649](#)

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

Sponsors: THE CHAIR



# 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*

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Monday, October 26, 2020

10:00 AM

Virtual Meeting

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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/436049741>. You can also dial in using your phone United States: +1 (872) 240-3212 and Access Code: 436-049-741.

**1. Call to order.**

*Meeting called to order at 10:03 a.m.*

**2. Roll call.**

*Present 12 - Ellison, Fisher, Gabornitz, Behnke, Henry, Thao, Hostad, Donald,  
Ochalek, Woods, Rae, Carnahan  
Excused 3 - Kegel (Amelia), Fojut, Kegel (Noel)*

*Also present:  
Alex Highley, Legislative Reference Bureau*

**3. Introduction of new member(s).**

*Member Behnke was introduced as a new member replacing Angela Damiani.*

*Member Behnke said that she has been with Newaukee for 9 years and serves as the  
Client Experience Director.*

**4. Review and approval of the previous meeting minutes from September 28, 2020.**

*The meeting minutes from September 28, 2020 were approved without objection.*

**5. Assessment, analysis, and setting of priority goals, objectives, outcomes, and recommendations.**



*A. Task force priorities*

- 1.) Education*
- 2.) Housing*
- 3.) Workplace*
- 4.) Apprenticeships*
- 5.) Other*

*B. Reasons Millennials and Generation Z leave or stay in Milwaukee**C. Review of City legislation, existing programs, or initiatives**1.) Earn and Learn program*

*Mr. Highley commented. The Earn and Learn program is a City program that began in 2012. It is a summer youth internship program that places summer teens to City work. This year was virtual due to the COVID-19 pandemic.*

*2.) Social responsibility measures*

*Mr. Lee said an example of Common Council legislation used to address social responsibility was forwarded to task force members.*

*Mr. Highley said that the example pertained to giving higher points, as an incentive, to contractors for employing persons with felony convictions when making procurement bids to the City.*

*3.) Other**D. Any research, speaker, or presentation requests?*

- 1.) MPS student surveys*
- 4.) College student enrollment*

*Mr. Highley commented. MPS student surveys from spring 2018 on outgoing high school seniors showed 66% planned to go to a 2-4 year college, 9% were unsure, and the rest planned for other alternatives such as apprenticeships or employment. For those going to college 48% planned to stay in Milwaukee, 36% planned to stay in Wisconsin outside of Milwaukee, and 16% planned to go out-of-state. The top two reasons for students' choice for their college were close proximity to home at 21% and costs at 17%. Not much information was obtained from UW-Milwaukee, and he is awaiting a response from UWM. There was some data from Marquette University; however, that data was only state-based and showed flat numbers. He was not able to find data from MATC but will continue to search.*

*2.) Restructuring City departments*

*Mr. Highley commented. The most cooperative approach to restructure a City department is for the Common Council to pass legislation directing that a City department come up with a plan to change its structure and staffing. The City department would make that evaluation and respond back to the Common Council with a plan. Should the task force make a recommendation to restructure a City department, it would be important for the task force to provide a clear vision and solutions to the Common Council to follow through with the recommendation.*

3.) *Anti-segregation peer city programs*

*Cincinnati was mentioned previously as a successful city to have combated segregation; however, upon research (which there was not much found) it was shown that Cincinnati had removed itself only from being a hyper-segregated city into a segregated city. There does not seem there has been any one city to have significantly addressed segregation. Some common strategies among cities used to combat segregation have been economic development and housing assistance initiatives.*

5.) *Other*

*E. Other*

*Members commented. Students should be able to have easier access and pathways to higher education and employment. The Earn and Learn program needs to be elevated. To attract local students there should be more strategies to lower costs and promote local institutions better. The City needs to invest more, be forward thinking, and create other pathways. The pandemic has created a new abnormal where location may not be a selling factor anymore due to the emergence of remote work. Physical location is still important for essential workers, and there should be investment in them. Improving workplace culture is important. Those working remotely from home also need help with the transition and having adequate resources.*

*Members said that a Universal Basic Income (UBI) program, as proposed by the Common Council led by Ald. Chantia Lewis, should be further explored by the task force. The program would be based on a successful Stockton, California model. Under the proposed program, selected families would receive \$500 a month through private funds (not through City funds). The UBI program would help lower-income families, should to pay out directly to recipients, and UBI money should not be diverted elsewhere such as to satisfy debt, obligated expenses, or to a middle man (usually a third party administrator for the program).*

*Members said that recreating the wheel may not be necessary. Existing initiatives, programs, and institutions should be supported. More resources should be given to local precollege programs, apprenticeship programs, and talent pipelines in areas such as scholarships, grants, ACT prep, and training.*

*Members said that the City needs to brand better and be a better storyteller of itself. The City needs to add dedicated capacity and funding to better promote the City, all its programs, and all its resources. Perhaps a dedicated position can be placed in the City's Public Information Division in the City Clerk's Office. Perhaps the task force can be involved with the storytelling by the City in some capacity. There needs to be a central hub to talk about the City. Too many different providers of information about the City, such as the news, are being relied upon.*

*Members said that the City should provide more funding and support to the Direct Connect Milwaukee app, which is a digital interface connecting people (including youth talent) to workforce programs, employers, and pathways. The app is primarily based on private funding. Perhaps the app can be expanded to be nationwide to link and attract out-of-state persons. It could also be expanded beyond employment purposes to link people to other City programs and resources in areas such as home buyer assistance and grants.*

*Chair Ellison requested for research on mental and physical health and wellness.*

**6. Next steps moving forward.**

*A. Task force meeting schedule and structure*

*Mr. Lee questioned extension of the task force deadline.*

*Members said that they wanted to review a draft recommendation report prior to making a determination on proposing another extension.*

*B. Agenda items for the next meeting(s)*

*Discussion on health and wellness, presentation from the Health Department Office of Violence and Prevention, presentation on UBI, and review of a task force recommendation report draft.*

*C. Set next meeting date(s) and time(s).*

*Next meeting for early November.*

*D. Other*

**7. Adjournment.**

*Meeting adjourned at 11:21 a.m.*

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

**Meeting materials from past and present meetings can be found within the following file:**

[191649](#)

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

**Sponsors:** THE CHAIR



# 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*

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Monday, December 14, 2020

3:30 PM

Virtual Meeting

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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/854408957>. You can also dial in using your phone United States: +1 (571) 317-3122 and Access Code: 854-408-957.

**1. Call to order.**

*Meeting called to order at 3:35 p.m.*

**2. Roll call.**

*Present 11 - Ellison, Fisher, Gabornitz, Fojut, Behnke, Hostad, Donald, Ochalek,  
Woods, Rae, Noel Kegel  
Excused 3 - Henry, Thao, Carnahan  
Absent 1 - Amelia Kegel*

*Also present:  
Alex Highley, Legislative Reference Bureau  
Bernadette Karanja, Common Council-City Clerk's Office Workforce Development  
Section*

**3. Review and approval of the previous meeting minutes from October 26, 2020.**

*The meeting minutes from October 26, 2020 were approved without objection.*

**4. Assessment, analysis, and setting of priority goals, objectives, outcomes, and recommendations.**

*A. Review of City legislation, programs, or initiatives*

*1.) Universal Basic Income*

*This item was not discussed as the presenters on these items, Ald. Chantia Lewis and Sharon Robinson from the Department of Administration, were unable to appear.*

*2.) Other*

*There was no other discussion.*

*B. Task force priorities*

*1.) Health and wellness*

*Appearing:*

*Arnitta Holliman, Office of Violence Prevention*

*Jamaal Smith, Office of Violence Prevention*

*Ms. Holliman and Mr. Smith gave an overview.*

*Their OVP office is centered on addressing comprehensive and systematic violence in the City through prevention and intervention strategies, reimagining public safety, and implementing their Blueprint for Peace. Their office was created in 2008, initially was focused on domestic violence, and later was expanded to focus on all violence as a public health issue. The foundation of their work is their Blueprint for Peace, which was crafted with robust community and grassroots input. The blueprint is the voice of the community, the framework, and requires collaboration from all participating organizations. Goals include efforts to address youth violence, domestic violence, sexual assault, suicide, segregation, homelessness, poverty, mass shootings, and other systematic issues. Additional efforts include expanding the network of mental healthcare providers of color, collaborating with Milwaukee County law enforcement on responding to mental crisis situations, and reducing mental illness stigma.*

*They were awarded the ReCAST grant in 2016 due to civil unrest at that time. Goals included reducing barriers and increasing access to mental and healthcare wellness and providers in targeted communities. Some core collaborating partners include Employ Milwaukee, Parenting Network, My Sister's Keeper, Running Rebels, and UW-Milwaukee. These partners help with programming, social learning, trauma prevention, parenting skills, building health relationships, and providing additional support. RFPs have been done to provide summer programming for youths at risk to trauma. The ReCAST grant is in its last year and will expire. Their office is working on sustainability and finding alternative funding sources to continue their work.*

*Members inquired further about OVP, their exposure, outcome and successes, OVP funding, collaboration with other government offices, and what the task force can do for OVP, Millennials, and Generation Z.*

*Ms. Holliman and Mr. Smith replied.*

*OVP is a City government office. OVP is not a community organization and direct service provider. Offices like OVP have been happening elsewhere under different names. OVP is part of the Milwaukee Health Department. They do try to respond to incidents. They sponsor and bring community organizations together to do programming, events, utilize grassroots efforts, and help enhance them. Funding from OVP has been significant for participating community organizations. ReCAST funding has been \$5 million total for 5 years with \$1 million for each year. Outcomes are the efforts and results with the community organizations. There has been decreased*

violence in the last few years. Successes have been the foundation and community participation built from the blueprint. The blueprint is not a bureaucratic policy, but rather a community policy. Work has to come from grassroots, stakeholders, and communities to change violence in the neighborhoods. What is lacking is political will to implement the blueprint plan and investment. The Health Department only receives 2 percent of the City's budget, and OVP receives only a small fraction of that 2 percent. Greater capital and funding is needed for OVP and the Health Department. OVP is exploring other funding sources with the SAMHSA ReCAST grant expiring.

The task force should continue to have advocacy, conversations, connection, promotion, and support for its priorities as well as those from OVP and the Blueprint for Peace. The task force needs to elevate the voice of youths. Millennials are impacted by systematic violence, and older people sometimes need to get out of the way. OVP and prevention efforts have contributed to cost savings. Reducing violence and trauma on the frontend can save money and reduce costs. One gun shot incident may cost up to \$1.6 million dollars with all the responders involved (police, hospital, prosecution). The task force should help raise awareness of OVP, their information, events, and resources. Normalizing seeking help is important.

There is cooperation and partnerships with outside law enforcement. There were challenges at the start, but the relationships have gotten better. Some naysayers still exist. Collaboration with other entities include the Public Policy Forum, the City's new Office of Equity and Inclusion, the County's Office of African American Affairs, and Community Advocates. Efforts are ongoing to increase partnerships at all levels.

Ms. Holliman and Mr. Smith added comments. Violence has been trending down over in the last few years, but the current COVID-19 pandemic-plagued year has uniquely seen increased violence nationwide. There may be a correlation between increased violence and the pandemic. Media focus on negative stories are a problem. The media needs to better focus on the good aspects of the City. The task force should keep up its advocacy, including the Blueprint for Peace.

Ms. Karanja added that the goals of OVP aligns with the goals of her Workforce Development Section office.

Chair Ellison said main takeaways were to support OVP, improve the City's narrative, empower people, advocate for more resources, and advocate the Blueprint for Peace.

## 2.) Other

There was no other discussion.

## C. Reasons Millennials and Generation Z leave or stay in Milwaukee

Ms. Holliman and Mr. Smith commented. Reasons for migration out of Milwaukee relate to professional opportunity, civic engagement, social experience, and safety. The historical and systematic black disparity combined with safety issues and the cold weather in Milwaukee has been major deterrents to retain and attract people, especially black professionals. Milwaukee has been coined as the northern version of Selma, Alabama. Unsafe conditions (psychological, physical, and emotional) and violence needs to be addressed. Violence is happening elsewhere (such as Atlanta, Georgia) where people are migrating to, and there needs to be investigation to reveal what those cities are doing different to attract people. The landscape of the City needs to improve and the community needs to be better served. A MMAC 2018 survey found that

*racism is an issue for the City. There are some who wants the status quo, but there needs to be change. The City and the task force needs to fight for change, not be complicit, and must endure opposition.*

*D. Research, speaker, or presentation requests*

*There was no discussion.*

**5. Review of task force final recommendations report.**

*This item was not discussed.*

**6. Next steps.**

*A. Extension of the task force*

*Members discussed and advocated to extend the task force to the first quarter of 2021, preferably, or an additional 6 months.*

*Mr. Highley said that he will inquire with Common Council President Cavalier Johnson on moving forward with legislation for the extension.*

*B. Agenda items for the next meeting(s).*

*To be determined and to include review of final recommendations draft.*

*C. Next task force meetings and structure*

*To be determined for January 2021.*

*D. Other*

*There was no other discussion.*

**7. Adjournment.**

*Meeting adjourned at 5 p.m.*

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

**Meeting materials from past and present meetings can be found within the following file:**

[191649](#)

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

**Sponsors:** THE CHAIR



# 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*

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Wednesday, February 10, 2021

10:00 AM

Virtual Meeting

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**Call in Number: +1 (224) 501-3412**

**Access Code: 522-973-221**

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/522973221>. You can also dial in using your phone United States: +1 (224) 501-3412 and Access Code: 522-973-221.

#### 1. Call to Order

*The meeting convened at 10:05 a.m.*

#### 2. Roll Call

*Individual also present:  
Alex Highley - LRB*

**Present** 10 - Fojut, Carnahan, Donald, Ellison, Kegel, Ochalek, Thao, Henry, Woods and Behnke

**Excused** 6 - Rae, Arroyo-Vega, Fisher, Gabornitz, Hostead and Kegel

#### 3. Review and Approval of Previous Meeting Minutes

*Member Fojut moved approval of the minutes from December 14, 2020, seconded by Member Noel Kegel. There were no objections.*

#### 4. Presentations of Outstanding Recommendations From Task Force Members

*This item was not discussed.*

#### 5. Review of Task Force Final Recommendations Report

*Mr. Highley said that the task force deadline was extended to March 31, 2021 and June*



30, 2021 (if needed); however, the task force had wanted to finalize recommendations by March 31st.

Member Fojut said he planned to forward some of his policy recommendations.

Mr. Highley gave a summary of the MTF Draft Recommendations. Four categories of recommendation were racial and criminal justice, health and wellness, education and employment, and economic development. Each category contained generalized recommendations or points that were discussed at meetings. The draft document was a summary document. The actual final report would be more detailed and expansive with respect to each point. He would author the final report in totality or in parts. Members were encouraged to also author the final report as necessary should they be interested.

Members reviewed and discussed the MTF Draft Recommendations as follows:

Members may make recommendations to support existing initiatives as well as formulate new initiatives or ideas. Recommendations should be further specified as necessary.

For racial and criminal justice, there was a review body that was currently assessing Milwaukee police training, tactics, strategies, and barriers. Once finished with that assessment (April/May), the task force should implement or adopt accordingly the strategies/recommendations from that review body. The Blueprint for Peace was one part of it. Support to the Office of African American Affairs would include financial support. There should be more collaboration between the County and City for the Office of African American Affairs, such as with the City's Office of Equity and Inclusion.

For health and wellness, there should be the equitable distribution of the COVID-19 vaccine and resources by all those parties involved including health departments. There should be City budget funding for the Office of Violence Prevention at its current operational levels or more so that the office can continue its efforts to combat violence, which was still prevalent, in all forms. OVP's funding grant was expiring. Focus should be first for pedestrian experience improvement (as opposed to automobile experience) followed by built environment and infrastructure. There should be a central person or entity responsible to look and help acquire all possible federal and state grant funding opportunities (pertaining to things such as the potential decommission of highways or co-housing and affordable housing dollars). Infrastructure should perhaps be its own category. Specific points for health and wellness (outside of infrastructure) were few. Health and wellness could also connect with racial and criminal justice.

There needs to be a department of people with the sole task of exploring innovative strategies to move the city forward. City capacity needs to be increased to allow for more or better innovative thinking. Perhaps a department should be created to examine strategies and the effectiveness of all programs. Perhaps President Cavalier Johnson's office should come before the task force to check the task force's recommendations and to provide his input on them, especially concerning on whether or not the recommendations were in line with the City. There needs to be more revenue sharing from the State. There needs to be an overall ad hoc committee to hold parties accountable and to advocate the implementation of various recommendations, including those from the task force.

## 6. Next Steps

*Members discussed next steps as follows:*

*Work groups be formed to have in depth conversations and formulate further recommendations for each category. Work groups are to meet offline as often as possible and then report back to the full task force at the next full task force meeting(s) with their progress or recommendations. Lead persons under each work group would coordinate meetings. Work groups could request further research or findings for Mr. Highley to acquire for the work groups. Mr. Highley should expand upon initial findings/data to frame Milwaukee's problems compared with other cities (in terms of talent attraction/retention) so members can find solutions. Mr. Highley and member Fojut would connect offline further on data gathering. The full report narrative should be reader friendly and easy to understand, include the work that the task force has been doing, and include the task force's goals. The task force needs to discuss further on how to best present the recommendations once finished.*

*Initial work groups are as follows (based on members present):*

*Infrastructure - Jeremy Fojut (lead), Nick Carnahan, Noel Kegel, Jordan Donald  
Economic Development - Jeremy Fojut (lead), Ger Thao, Kacee Ochalek  
Racial Equity & Criminal Justice - Tiffany Henry (lead), Marqualya Ellison  
Health & Wellness - Kacee Ochalek (lead), Tiffany Henry, Nicole Behnke  
Education - Marquayla Ellison (lead), Sam Wood, Tenia Fisher*

*Ms. Kuether-Steele said that the work groups would not be subject to open meetings laws if they did not violate quorum and were discussion-based only with no formal action taking place.*

## 7. Agenda Items for Next Meeting(s)

*This item was not discussed.*

## 8. Next Task Force Meetings and Structure

*This item was discussed along with item 6, Next Steps.*

*Work groups to meet followed by full task force meeting(s) to wrap up ideally by March 31st or June 30th, if needed.*

## 9. Adjournment

*Chair Ellison announced her involvement with the Milwaukee Health Department in organizing a virtual town hall event (for tonight) discussing the COVID-19 vaccine. Access to the event included Zoom, City Channel, Facebook, and the Milwaukee Health Department website.*

*The meeting adjourned at 11:10 am.*

*Molly Kuether-Steele, Staff Assistant  
Chris Lee, Staff Assistant*

*Council Records Section  
City Clerk's Office*

**Meeting materials from past and present meetings can be found within the following file:**

[191649](#)

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

**Sponsors:** THE CHAIR



# 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*

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Wednesday, March 10, 2021

3:00 PM

Virtual Meeting

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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/839705085>. You can also dial in using your phone United States: +1 (224) 501-3412 and Access Code: 839-705-085.

**1. Call to order.**

*The meeting was called to order at 3:58 p.m.*

**2. Roll call.**

**Present** 10 - Rae, Fojut, Carnahan, Donald, Ellison, Fisher, Gabornitz, Hostead, Kegel and Woods

**Excused** 5 - Kegel, Ochalek, Thao, Henry and Behnke

**Also present:**

*Alex Highley, Legislative Reference Bureau*

**3. Review and approval of the previous meeting minutes from February 10, 2021.**

*Meeting minutes from February 10, 2021 were approved without objection.*

**4. Review of task force final recommendations report.**

*Appearing:  
President Cavalier Johnson, Common Council*

*Chair Ellison said that prior to reaching quorum, President Johnson had shared his thoughts to those members present on task force recommendations thus far and on City initiatives related to the recommendations.*

Members said that HBCU or BIPOC colleges are needed for the State and if possible the City (perhaps 53206 zip code).

President Johnson said that the task force was doing good work so far, he is hopeful to implement task force recommendations, and that task force members team up with him to make a presentation to the Common Council when ready.

Mr. Lee said that the introduction piece, prepared by Mr. Highley, of the final task force report was forwarded to members to review and discuss should the time allowed for it.

## 5. Update or review of recommendations from work groups.

Members reviewed work group recommendations, which were forwarded to members.

### *-Infrastructure*

Member Noel presented recommendations. The recommendations were twofold - based on setting policy and implementation and with the overall vision of increasing transportation and the built environment. For policy there were three main recommendations: commit to modern, multi-modal transportation; commit to equitable development, and commit to Vision Zero. For implementation there were three main recommendations: join NATO, create a modern transportation agency; and develop a sustainable infrastructure funding source.

### *-Economic development*

Member Fojut presented the following main recommendations: create a City Startup Grant Competition that awards innovative, scalable, and job-creating startups with \$50,000 non-dilutive grants and access to an ecosystem of resources in exchange for headquartering their business in Milwaukee for at least a year; create a DCD public/private Opportunity Zone Fund and/or Revolving Loan Fund for community development under \$10 million and expand this tool to BIDs; formalize a resident-first city planning process; create a Department of Transportation that works on improving systems, inspires innovation across sectors, and evaluates outdated projects and procedures; establish a department/task force/program around talent attraction and retention that continuously works on talent based issues; support for further funding for the DirectConnect MKE program; explore a Universal Basic Income (UBI) program; form Talent Investment Districts (TID) similar to a BID or NID to collect funds for allocation towards attracting, developing, or retaining talent in particular neighborhoods; and establish a social entrepreneurship fund.

### *-Racial equity & criminal justice*

Member Gabornitz presented the following main anti-racism solutions: provide more financial support for the Office of African American Affairs (OAAA), connect it with the Health Dept., and streamline OAAA's efforts with the County OAAA; provide an update on the existing Community Collaborative Committee tasked with addressing racial and criminal justice issues; modify police training such as implementing the Blueprint for Peace and Wisconsin Policy Forum's policing reform recommendations; expand emotional intelligence and cultural competency assessments to all City employees; and incentivize first-time homebuying and residence in black/brown neighborhoods.

Members said that the messaging should be about equity and inclusion and not on

*segregation, that task force recommendations should not sit on a shelf but rather be implemented, and that the recommendations be a living document.*

*-Health & wellness*

*Chair Ellison presented the following main recommendations: address the major impacts COVID-19 has had on the black and brown community; recommend a council sponsored report addressing inequitable access to neighborhood amenities/access points; increase funding to the Office of Violence Prevention, and create free mental health introductory consultation for Milwaukee residents.*

*-Education*

*Member Hostad presented the following main recommendations: incentivize young people to stay in Milwaukee for college via more resources to scholarships, grants, ACT prep, training, and discounted tuition; expose young people to non-traditional career pathways available in Milwaukee and make pathways part of school curriculum; and improve the college experience, implement curriculums to teach students about Milwaukee job opportunities, expose them to the City, and have pre-internship programs; and promote the creation of Historically Black College and University (HBCU) in Milwaukee.*

*Members said that the wheel should not be reinvented, that existing programs such as the various precollege programs in the City should be utilized and enhanced more; that exit interview surveys have shown problematic cultures for the City's major employers; and that workplace culture still needs to be addressed.*

*Mr. Highley said that the exit interviews and poor workplace culture acknowledgment could be added to the introduction piece of the final report.*

*Member Fojut moved approval, seconded by member Hostad, of the work group recommendations, as present, and for its incorporation into the final task force report. There was no objection.*

*Further details of the work group recommendations can be found within Common Council file number 191649.*

## **6. Next steps.**

*-Agenda items*

*Review and approval of the final task force recommendations report. Additional items to be determined.*

*-Meetings*

*To be determined.*

*-Structure*

*Work groups can continue to meet, if necessary, and offer additional recommendations if necessary.*

**7. Adjournment.**

*The meeting adjourned at 4:58 p.m.*

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

**Meeting materials from past and present can be found within the following file:**

[191649](#)

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

**Sponsors:** THE CHAIR



# 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**

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Monday, April 19, 2021

3:00 PM

Virtual

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**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/690721165>. You can also dial in using your phone United States: +1 (312) 757-3121 and Access Code: 690-721-165.**

**1. Call to order.**

*Meeting was called to order at 3:04 p.m.*

**2. Roll call.**

*Absent was Amelia Kegel.*

**Present** 14 - Rae, Fojut, Carnahan, Donald, Ellison, Fisher, Gabornitz, Hostead, Kegel, Ochalek, Thao, Henry, Woods and Behnke

**Absent** 1 - Kegel

**Also present:**

*Alex Highley, Legislative Reference Bureau  
Bernadette Karanja, Workforce Development Coordinator*

**3. Review and approval of the previous meeting minutes from March 10, 2021.**

*The meeting minutes from March 10, 2021 were approved without objection.*

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

*Mr. Highley said that task force members should focus review on and address the highlighted sections of the report, that the education and racial and criminal justice sections needed more work to match the other sections' level of detail, that members*



can visit the document via the link provided and submit their comments/changes or email him directly any edits to incorporate, and that member Fojut could further complete page 19 regarding people leaving Milwaukee's major employers.

Member Fojut said that he would complete the section on page 19 with information on a survey done regarding 300 tech employees leaving the City and that the survey did not cross sectors.

Chair Ellison said that her edits so far included adding \$50,000 to the Office of African American Affairs (OAAA) after review of their budget and incorporating some recommendations from the Milwaukee Collaborative Reform Initiative (MCRI).

Members questioned future presentation, implementation, and task force involvement in the task force recommendations pertaining to the marketing section and highlighted sections on page 33 of the report.

Chair Ellison said that an entity cannot be identified currently to solely take on the responsibility of presenting and implementing recommendations, that such an effort would require collaboration, that the report should express the task force's continued desire to involve itself or its members in the recommendations, that the highlighted questions on page 33 should be eliminated, and that perhaps a new section could be created with questions raised by the task force for readers to ponder.

Ms. Karanja and Mr. Highley said that the task force will have an opportunity to present their recommendations with the Common Council President to the City's Community and Economic Development Committee at a future meeting.

Members discussed the following timeline and deadlines to review and present the final report: May 3rd deadline for submittal of edits by members, May 10th release of edited version and start of final review offline, May 17th final deadline for submission of additional edits by members followed by immediate subsequent release of a final version, and a final meeting to review/approve the final report version at the end of May or first week of June prior to June 3, and presentation of the final report to the Community and Economic Development Committee June 3rd meeting.

Members added that a standalone final report would not suffice, that there should be created a City web landing page (similar to one for MCRI) for the task force and its final recommendations, that the Common Council President should also promote/incorporate the report on his webpage, and that there should be a separate 1-page summary of task force recommendations.

Mr. Lee said that he would inquire with the City Clerk's Public Information Division to see if they could create a landing page for the task force, he would update the Common Council President's office on the task force's next steps, and he would send out the task force report timeline to members.

Mr. Highley added that members should not worry about minor things (i.e. grammar) when making edits, that he would need help from members on creating the 1-page summary version, that the task force had wanted to craft recommendations to address 3 different age groups (15-23, 23-30, 30-28) but the report did not do that, that the report had much content towards the youths and students, that Ms. Karanja had offered some edits to the report, and that he would forward another report version with edits made thus far by Ms. Karanja and members for members to review.

*Chair Ellison said that she would assist on the artistic design of the 1-page summary version and that the recommendations should be tightened better based on demographics or exclude demographics if the different age groups were no longer applicable.*

*Ms. Karanja added that her edits included breaking silos; advocating for more collaboration between the offices of OAAA, Violence Prevention, and her Workforce Development office due to having similar or same goals; advocating to the Regional Transit Leadership Council to extend rapid transit to surrounding employers in Ozaukee and Waukesha Counties; and that employers have been told to come into Milwaukee neighborhoods to recruit in the City as part of street job fairs through her office.*

*Member Fojut added that employers should move to where people are.*

## 5. Next steps.

- A. Meetings
- B. Presentation of final recommendations to the Common Council

*Next steps:*

*May 3rd deadline for submittal of edits by members, May 10th release of edited version and start of final review offline, May 17th final deadline for submission of additional edits by members followed by immediate subsequent release of a final version, and a final meeting to review/approve the final report version at the end of May or first week of June prior to June 3, and presentation of the final report to the Community and Economic Development Committee June 3rd meeting.*

## 6. Adjournment.

*Meeting adjourned at 3:48 p.m.*

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

**Meeting materials from past and present can be found within the following file:**

**191649**      Communication relating to findings, recommendations and activities of the Millennial Task Force.

**Sponsors:**      THE CHAIR



# 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*

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Thursday, May 27, 2021

3:00 PM

Virtual Meeting

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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