



City of Milwaukee
Text File
Youth Council Resolution

200 E. Wells Street
Milwaukee, Wisconsin
53202

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MEMBERS OF THE YOUTH COUNCIL

..Title

Resolution urging the Common Council of the City of Milwaukee to support projects and initiatives that expand shopping choices within the city for area youth.

..Analysis

This resolution urges the Common Council of the City of Milwaukee to support such strategies, policies, programs and developments which promote the idea that young people hold legitimate rights and should not be subject to measures that limit their rights and freedoms arbitrarily.

This resolution specifically urges the Common Council to support those strategies, policies, programs and developments which promote positive social and shopping experiences for Milwaukee area youth.

..Body

Whereas, The Millennial generation - those born between approximately 1982 and 2000 - number approximately 82 million in the United States, more than the Baby Boomer generation (approximately 76 million); and

Whereas, According to a 2012 Harris Poll YouthPulse Study, the purchasing power of 8 to 24-year-olds in the United States is already \$211 billion dollars annually, including:

1. \$19.1 billion (\$946 per capita) for pre-teens (ages 8 to 12 years old).
2. \$94.7 billion (\$3,309 per capita) for teenagers (ages 13 to 19 years old).
3. \$61.3 billion (\$7,389 per capita) for young adults (ages 20 to 21 years old).

; and

Whereas, According to Resource Interactive, a marketing firm, as much as half of all spending in the U.S. economy is influenced by Millennials; and

Whereas, According to a September 2011 report from Barkley, Millennials tend to seek peer affirmation and advice more than other generations and are more likely to shop with others than non-Millennials; and

Whereas, According to a 2009 study by the Harvard Family Research Project, high-quality out-of-school activities for middle and high school-aged youth, especially during the summer months, are important for keeping children and youth safe, developing their social skills and reducing juvenile crime; and

Whereas, Youth may be more likely to engage in risky behavior if few positive activities are available; and

Whereas, According to a March 13, 2013, article in the Indianapolis Business Journal, the International Council of Shopping Centers has identified more than 70 malls nationwide that have some kind of curfew or escort policy restricting teens' access to shopping centers; and

Whereas, Similar curfews and parental escort policies have been adopted in Mayfair Mall (2007) and the Bayshore Town Center (2010); and

Whereas, Youth curfews - whether established according to age, hours of operation, location or other criteria - tend to criminalize non-criminal behavior and increase the likelihood that some young people will be arbitrarily and unnecessarily disenfranchised, discriminated against, displaced and potentially drawn into the criminal justice system, regardless of whether they have done anything wrong; and

Whereas, According to a 2001 U.S. Department of Justice, Office of Community Oriented Policing Services report, youth surveys frequently find that teenagers do not have adequate opportunity to socialize in public and youth frequently complain about the following:

1. Lack of adequate facilities and activities.
2. Excessive supervision and harassment by police and other authorities.
3. Lack of adequate public transportation.
4. Lack of inexpensive food and entertainment options.
5. Not always feeling safe in public.
6. Stereotyping by merchants and others.

; and

Whereas, Due to the general decline of places like Capital Court, the Grand Avenue Mall and other major commercial corridors, it has become difficult for Milwaukee youth to find

legitimate venues for positive social and shopping experiences; and

Whereas, The Milwaukee Youth Council has made efforts to work with Mayfair Mall and the Bayshore Town Center to develop a SHOP program encouraging positive social behavior and promoting the equitable treatment of people of all ages; now, therefore, be it

Resolved, By the Youth Council of the City of Milwaukee, that the Milwaukee Youth Council urges the Common Council of the City of Milwaukee to support projects and initiatives that expand shopping choices within the city for area youth; and, be it

Further Resolved, That the Youth Council encourages the Common Council to seek creative and positive alternatives to restrictive community policies on youth activity, including alternatives which:

1. Create new, structured and safe places for local youth to socialize with peers and participate in community events and opportunities, including alternative shopping activities or experiences.
2. Provide outreach services and decision-making capabilities to youth, including opportunities for positive youth engagement and empowerment in areas negatively affected by disorderly youth behavior.
3. Ensure youth have adequate and convenient transportation to and from youth-oriented activities or events.
4. Modify public places to discourage disorderly behavior and encourage youth to gather where they will not disturb others.
5. Establish and more equitably enforce fair rules of conduct for youth.

;and, be it

Further Resolved, That the Youth Council supports such strategies, policies, programs and developments which promote the idea that young people hold legitimate rights and should not be subject to measures that limit their rights and freedoms arbitrarily, regardless of whether any law has been broken.

..Requestor

..Drafter
LRB154062-1
Andrew R. VanNatta
7/18/2014