



Intercounty Coordinating Committee Meeting Minutes
Monday, May 16, 2016
Sauk County Board Room (Rm 326), West Square Building
Baraboo, WI

ICC Participants: **Columbia-** Mary Cupery, Andy Ross, James Foley, Vern Gove, Nancy Elsing (EDC) **Dodge-** Russell Kottke, Jeff Hoffman, Dave Frohling **Green Lake-** Harley Reabe, Jay Dampier **Jefferson-** Steve Grabow, Jim Braughler **Marquette-** Mary Walters, Bob Miller, Martin Havlovic **Sauk County** –Jenny Erickson, Morgan McArthur, Renae Fry, Brian Simmert **UW-Extension-** Kristin Runge **Portage Daily Register-** Lyn Jerde **WCA-** Jon Hochkammer

Call to Order

The meeting was called to order by Kottke at 9:30 a.m.

Certification of Wisconsin Open Meetings Law Notice

Erickson confirmed the requirements of the Wisconsin Open Meetings Law were met.

Elections of ICC Officers

Motion made by Columbia County and seconded by Green Lake to nominate Kottke as ICC Chairman. Motion to close the nomination and cast a unanimous ballot by Green Lake and seconded by Jefferson. Motion Approved.

Motion made by Dodge County and seconded by Green Lake to nominate Gove as ICC Vice Chairman. Motion to close the nomination and cast a unanimous ballot by Jefferson and seconded by Sauk. Motion Approved.

Dodge County UWEX will continue to serve as the ICC Secretary/Treasurer.

Adoption of Agenda

Motion by Marquette County, second by Green Lake County to approve the agenda. – Motion Approved.

Approval of Previous Meeting Minutes

Motion by Columbia County, second by Jefferson County to approve the minutes with the change that “discussed” was spelled wrong. – Motion Approved.

Legislative Report given John Hochkammer

- Legislature is not session. Legislative studies committee will begin to meet. WCA will continue to monitor issues the affect counties.
- Brief update on nEXT Generation for Cooperative Extension.
 - UW-Extension administration is working to improve the communication regarding the changes while they are developing the plan for the new regional approach.
 - UW-Extension administration will be invited to either the June or July ICC meeting to discuss the proposed changes with the county leadership.
 - The 2016 WCA conference will feature a breakout session on nEXT Generation.

Open Discussion of County Issues

- None

Program Topic – Placemaking in Sauk County: Attracting and Retaining Young Skilled Workers

- See attached PowerPoints provided by Kristin Runge and Jenny Erickson

Other County Issues – None

Next Meeting

Next meeting: Jefferson County on June 20, 2016.

Adjournment

The meeting adjourned at 11:40AM.

Respectfully Submitted,

Jenny Erickson
Community Resource Development Educator
UW-Extension, Sauk County

Millennials

Kristin Runge, M.S. PhD. Candidate

Community Marketing Specialist

Center for Community & Economic Development

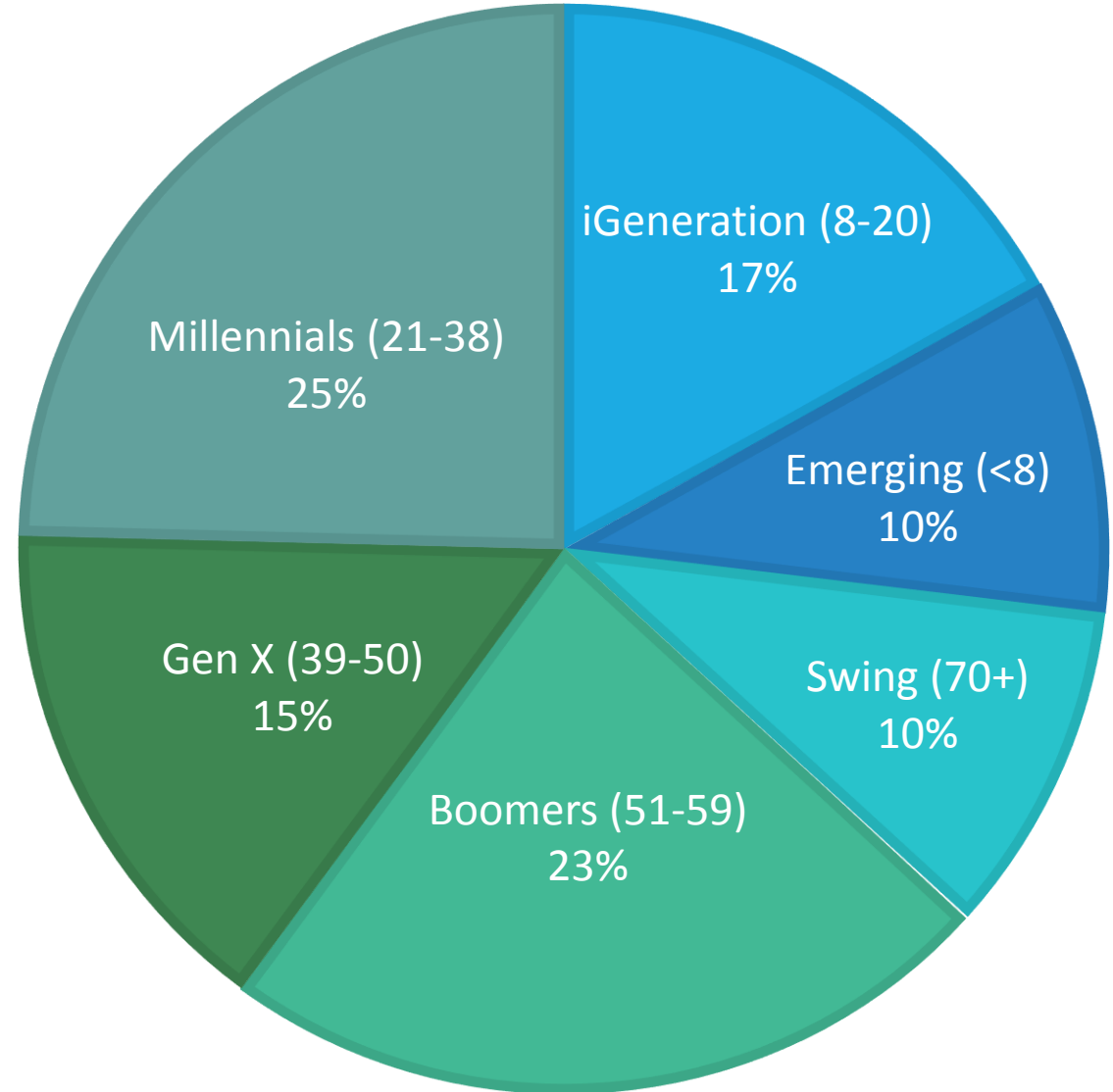
kristin.runge@ces.uwex.edu; Twitter @RungeKristin



1977-1994

21 to 38 years old in 2015 ...

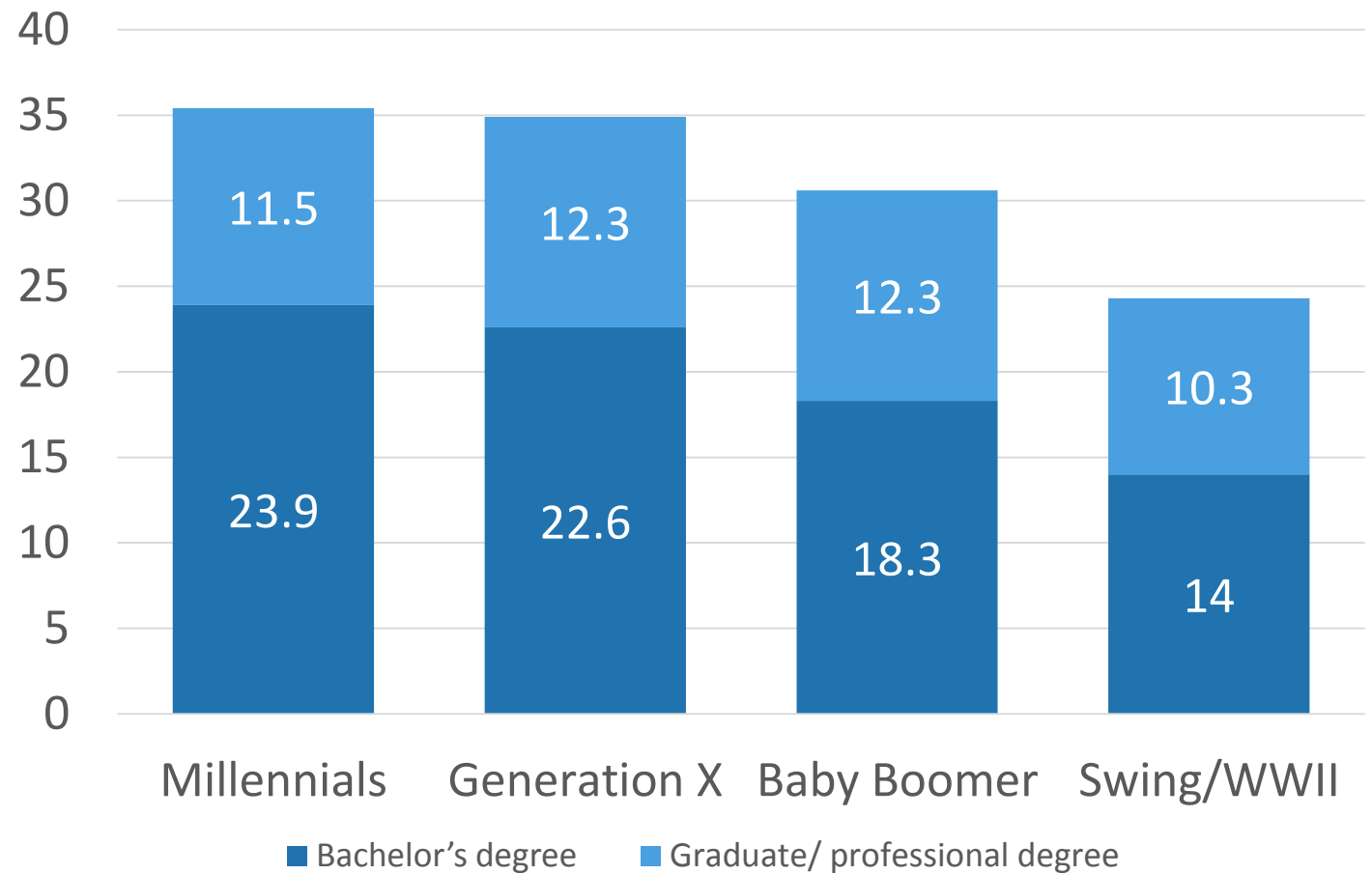
... 36 to 53 years old in 2030



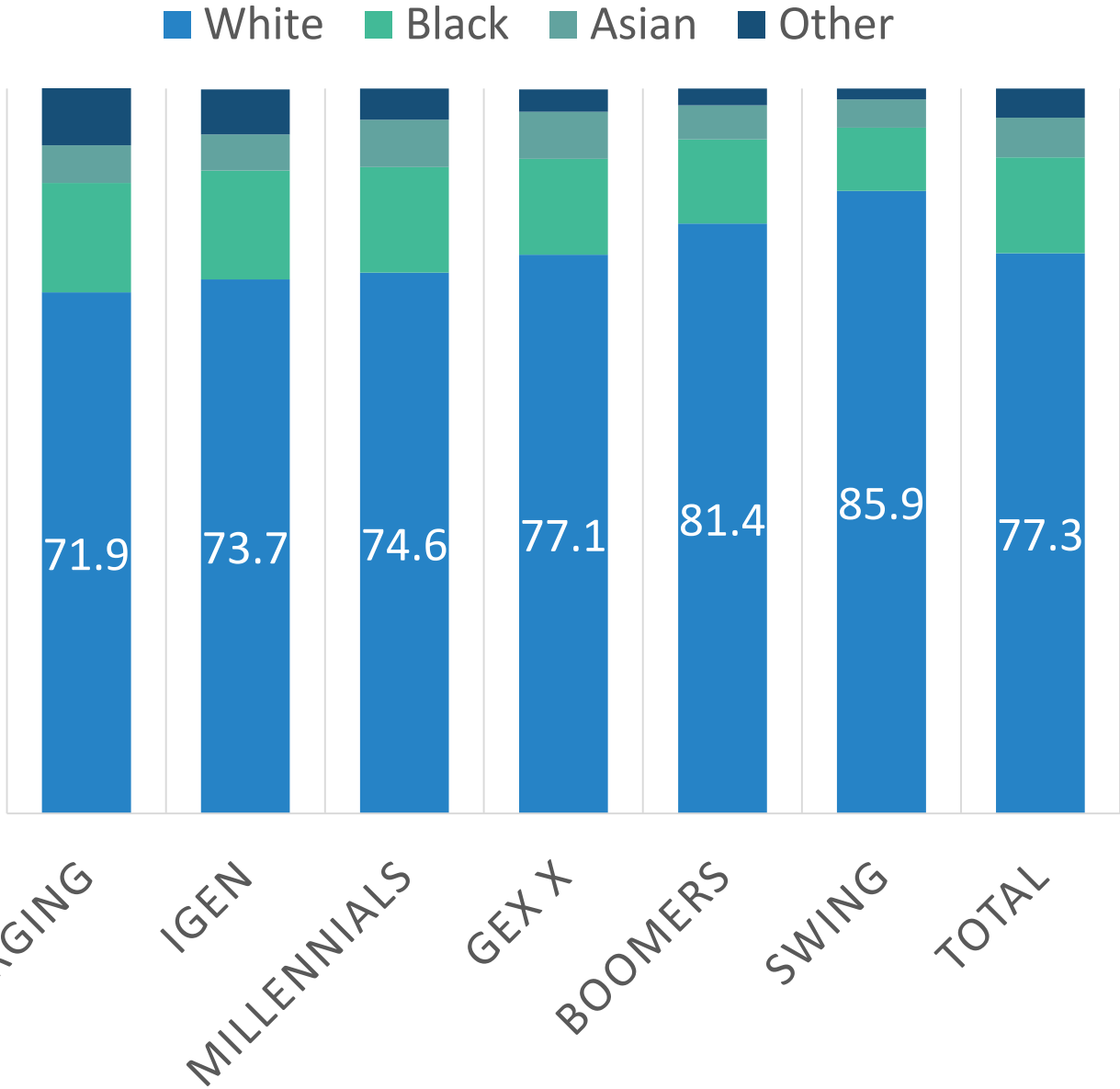
Well Educated

Bonetto, L. (2015). Marketing to Millennials-US.
Mintel Academic: Mintel Oxygen.

Percent Generation with Bachelor or Graduate Degree



Racially Diverse



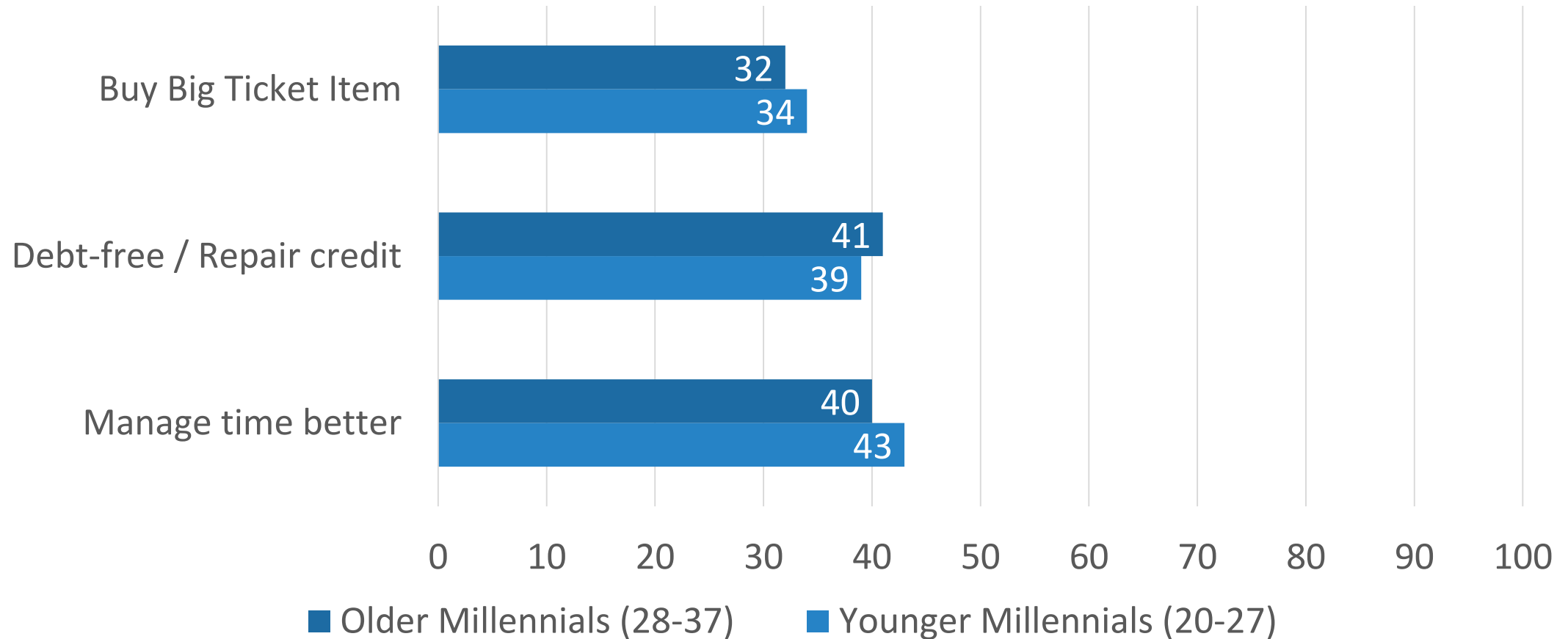
Bonetto, L. (2015). Marketing to Millennials-US. Mintel Academic: Mintel Oxygen.

Life Stage Effects

Defined: Variations that depend on the age of individuals, and each generation experiences similar effects when they were the same age

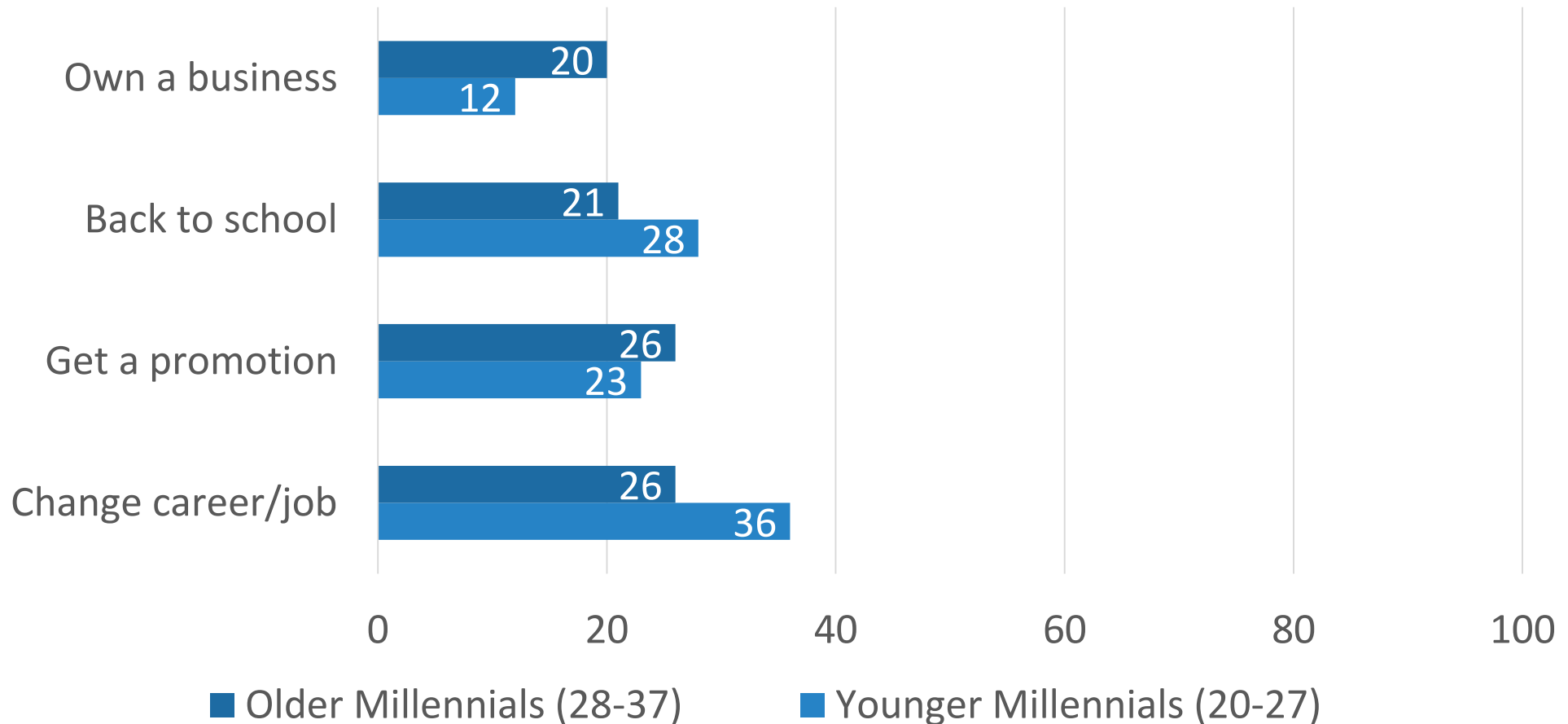
Within the next 5 years ... Financial Goals

Bonetto, L. (2015). Marketing to Millennials-US. Mintel Academic: Mintel Oxygen



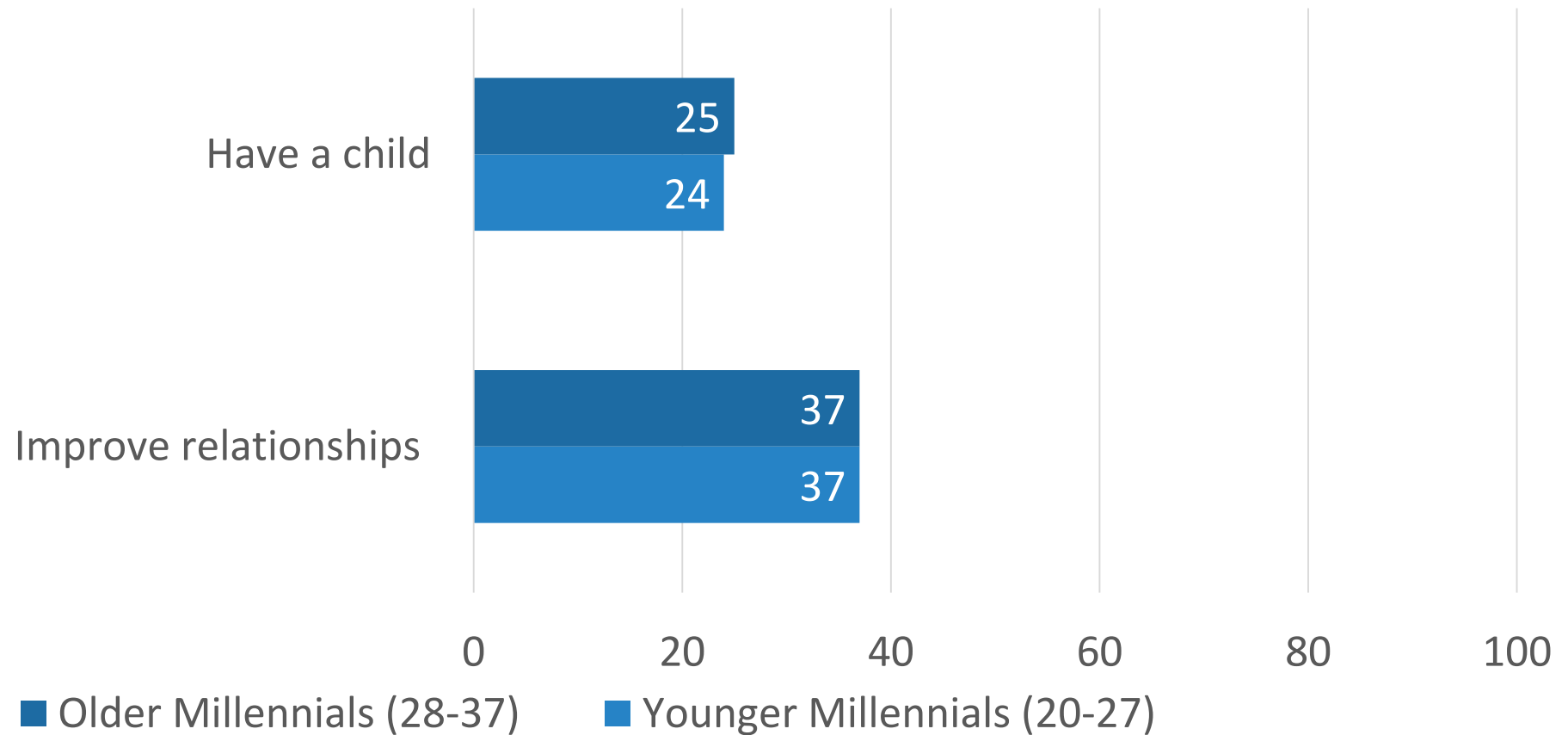
Within the next 5 years ... Career Goals

Bonetto, L. (2015). Marketing to Millennials-US. Mintel Academic: Mintel Oxygen



Within the next 5 years ... Family Goals

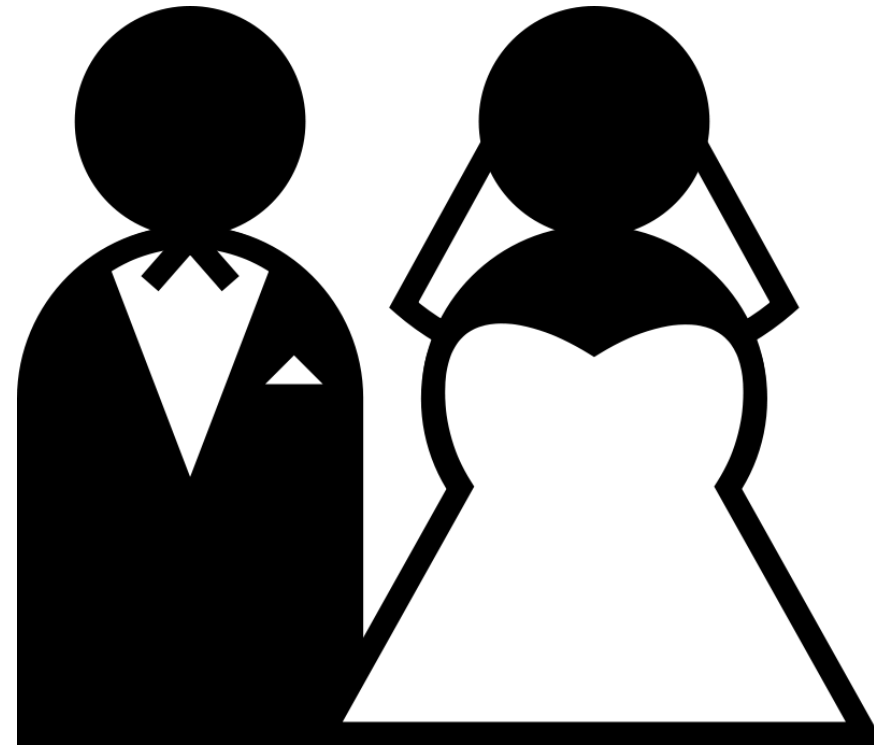
Bonetto, L. (2015). Marketing to Millennials-US. Mintel Academic: Mintel Oxygen



Cohort Effects

Defined: Variations that are explained, at least in part, on the time period in which a group lives or comes of age. Each generation is affected differently by cohort effects.

Millennials marry later

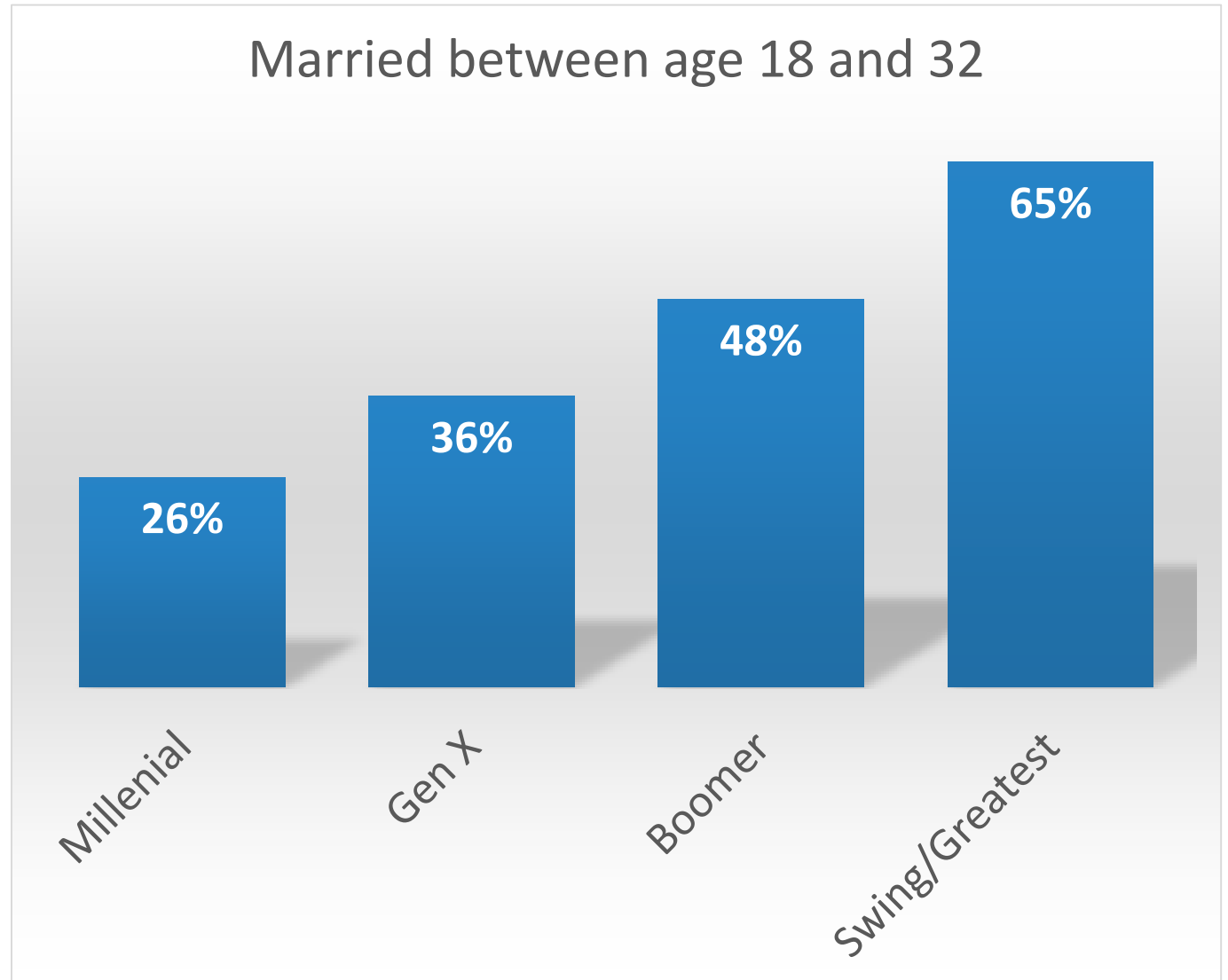


29 years

26 years

Taylor, P., Doherty, C., Parker, K., & Krishnamurthy, V. (2014). Millennials in adulthood: Detached from institutions, networked with friends. Pew Research Center.

Millennials marry later

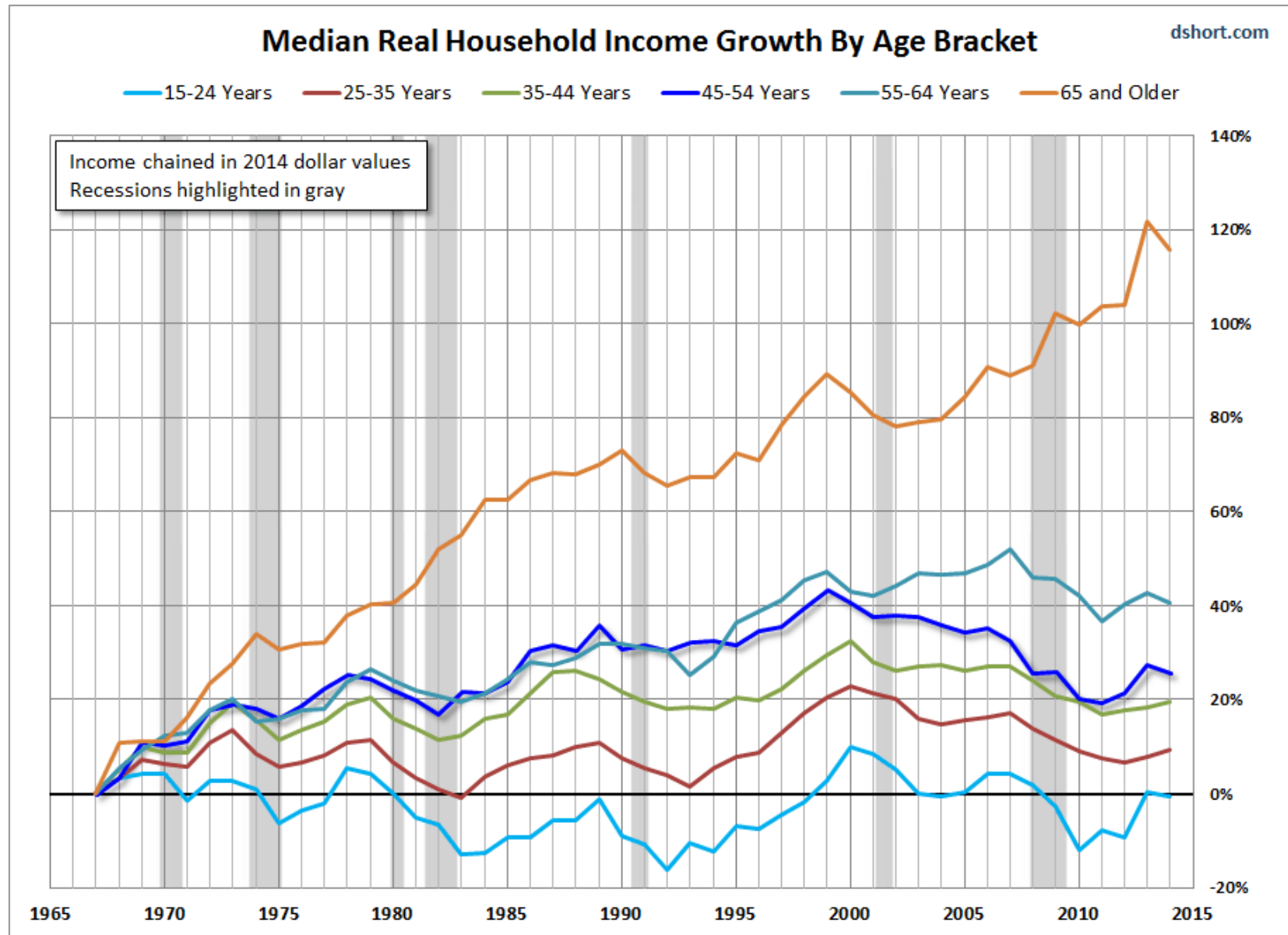


Taylor, P., Doherty, C., Parker, K., & Krishnamurthy, V. (2014). Millennials in adulthood: Detached from institutions, networked with friends. Pew Research Center.

The Great Recession Hit Millennials Harder

Real median income in 2014 dollars declined 11.2 percent, from a peak of \$61,056 in 2000 to \$54,243 in 2014, for workers between 25 and 34 years.

Short, D. (2015) Median household incomes by age bracket: 1967-2014.



Compared to
other
generations at
their age ...

- Less likely to change jobs
- Less likely to invest in stock market
- Carry higher amounts of student debt
- May have an average retirement age of 73



Compared to
other
generations at
their age ...



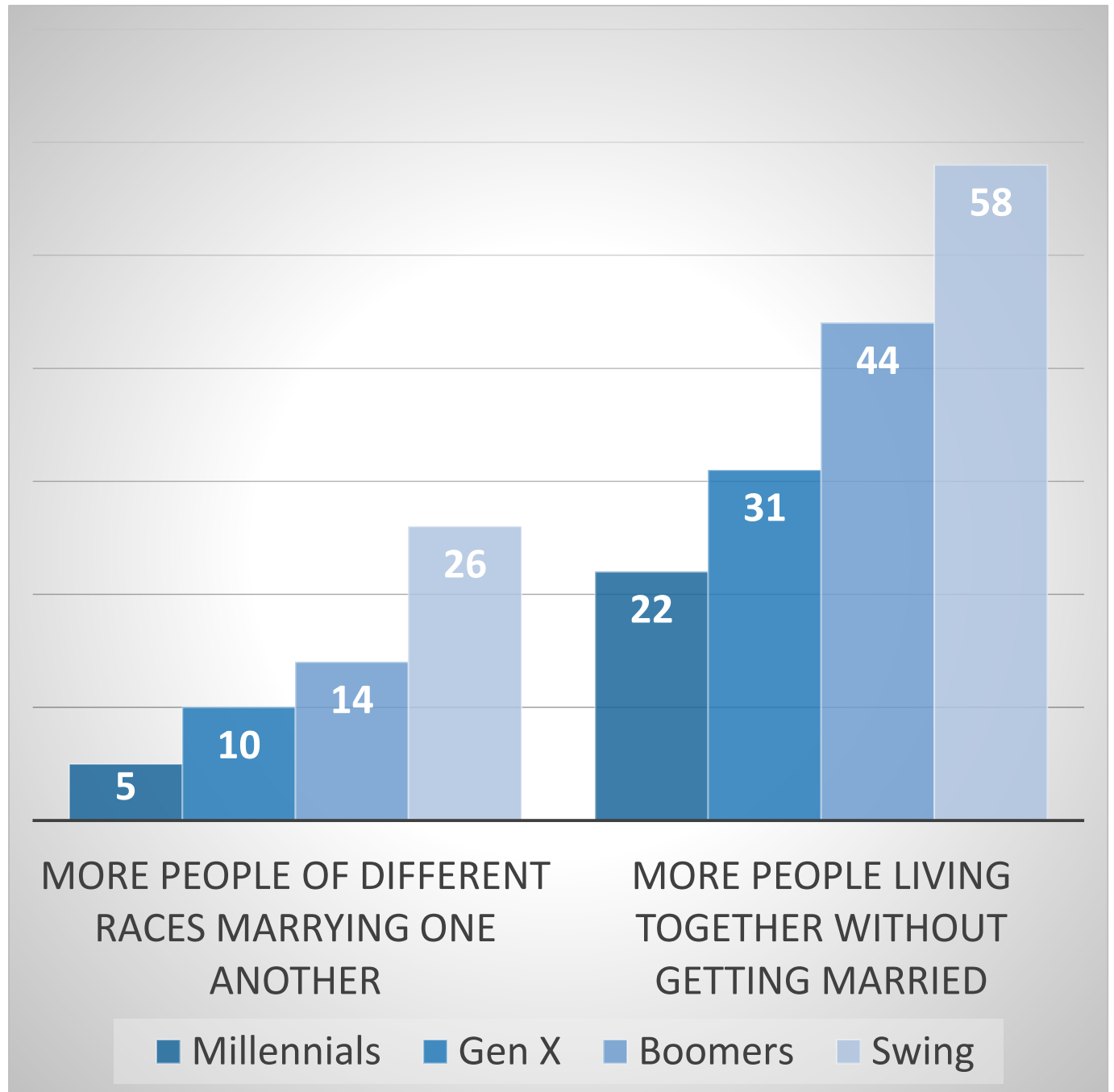
Compared to
other
generations at
their age ...



Is this bad for society?

Percent of respondents in each generation answering “Yes” to the question “Is this bad for society?”

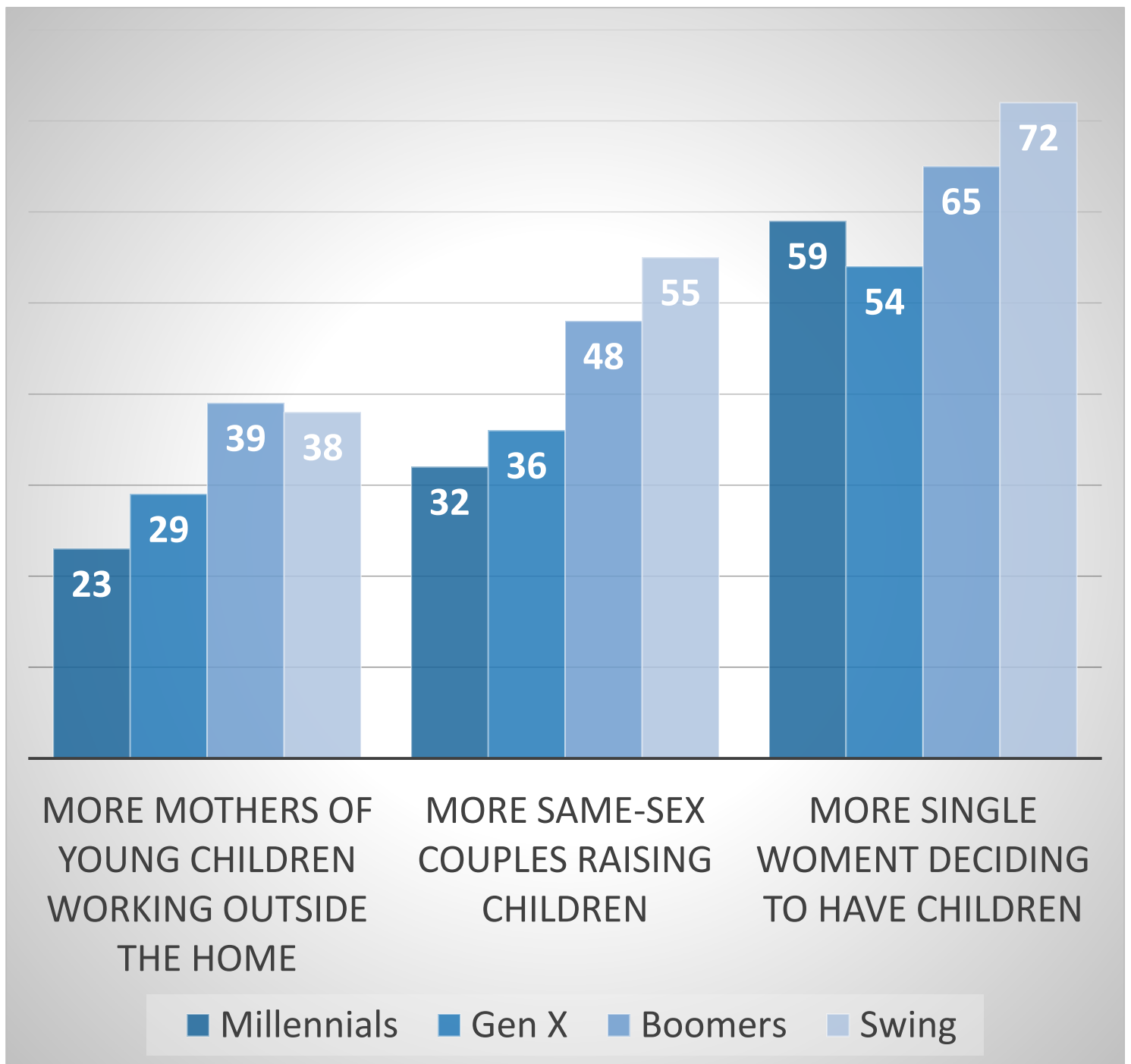
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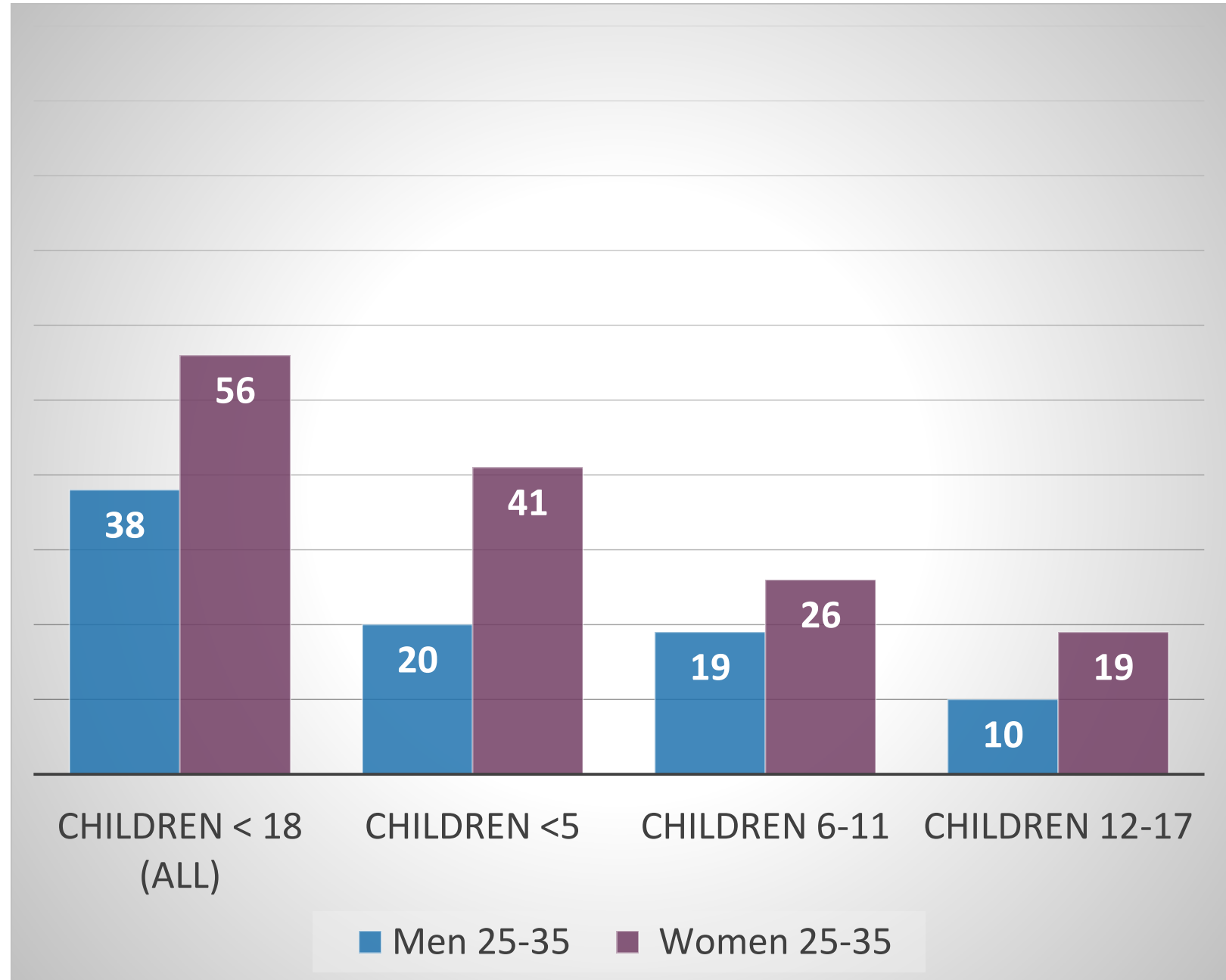
Is this bad for society?

Percent of respondents in each generation answering "Yes" to the question "Is this bad for society?"

Bonetto, L. (2015). Marketing to Millennials-US. Mintel Academic: Mintel Oxygen.



Millennial women are more likely to have children at home than Millennial men

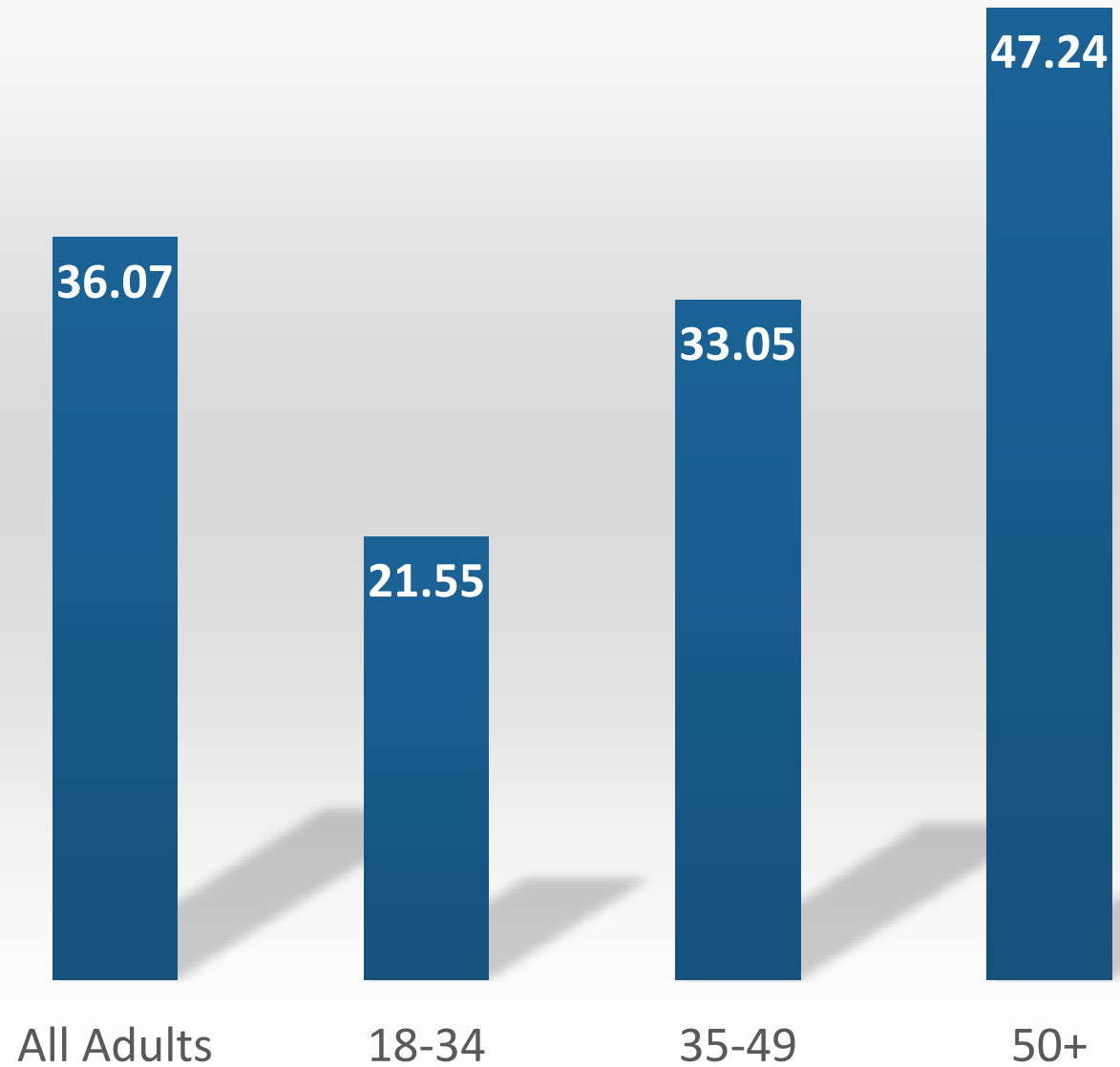


Bonetto, L. (2015). Marketing to Millennials-US. Mintel Academic: Mintel Oxygen.

Media Use

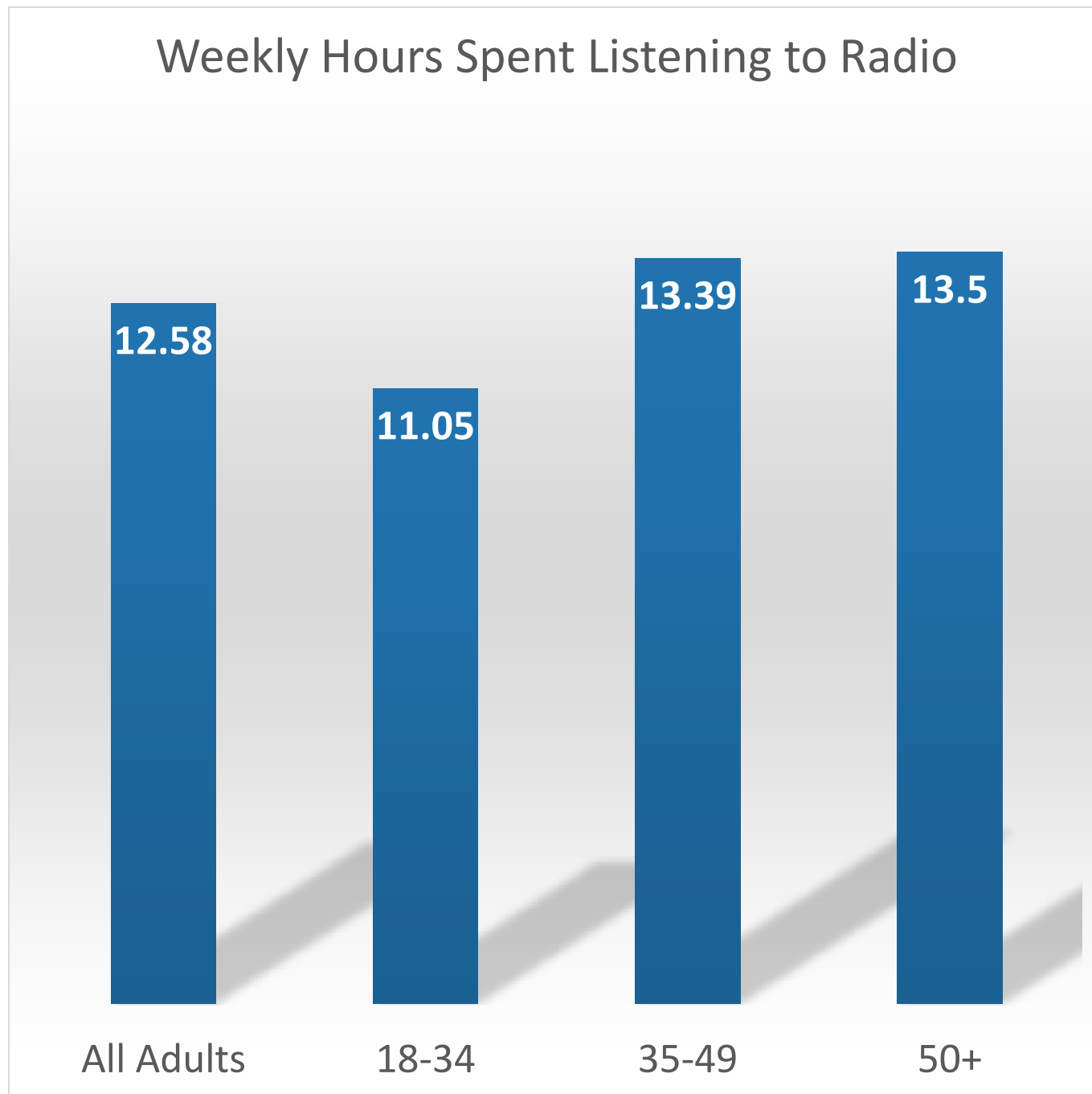
Television?
Not so much ...

Weekly Hours Spent Watching Television



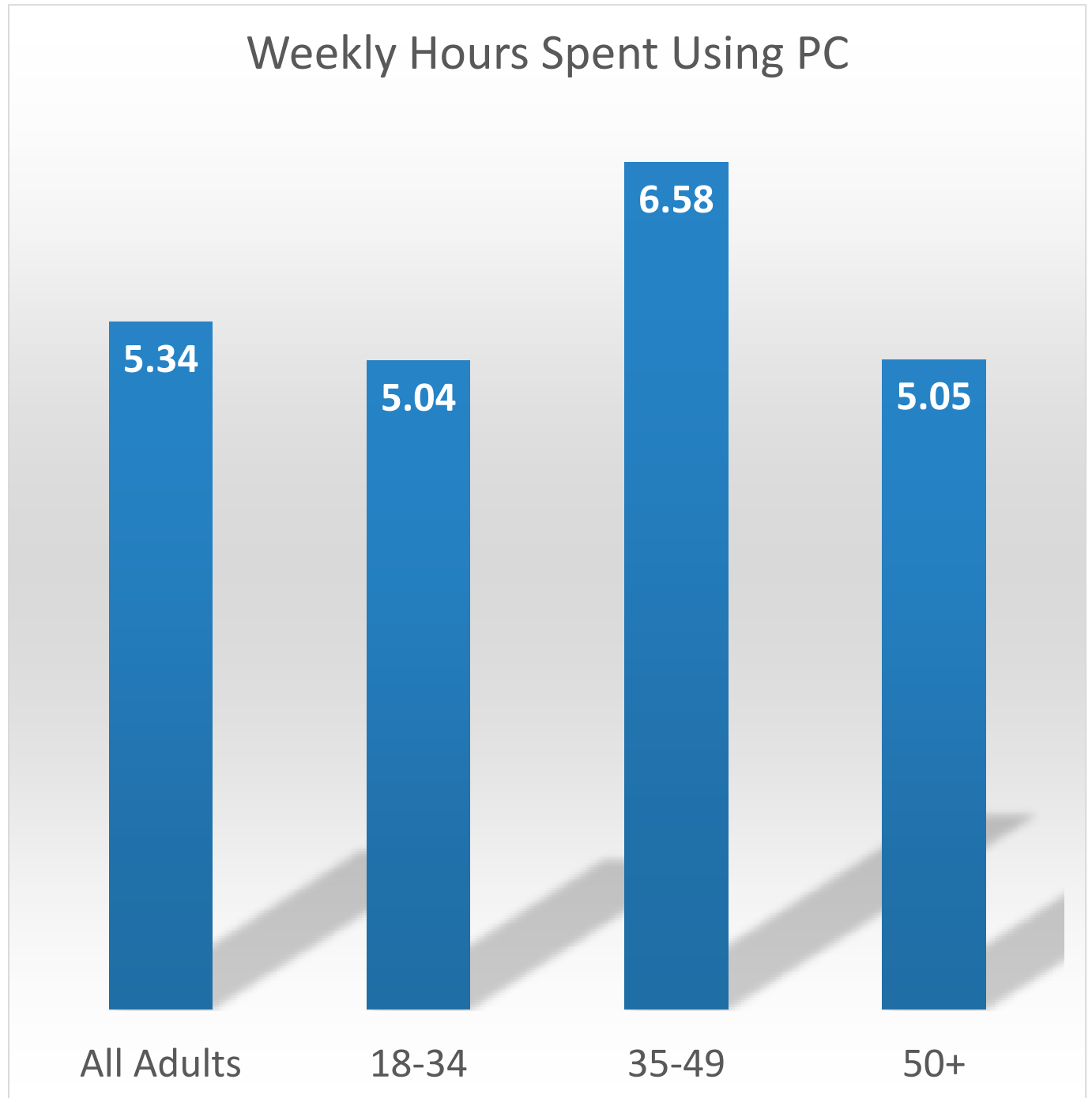
Nielson. (2015). Total audience report Q1 2015.
Advertising Age Fact Pack: Consumers on the Go.

Less radio
than other
generations ...



Nielson. (2015). Total audience report Q1 2015.
Advertising Age Fact Pack: Consumers on the Go.

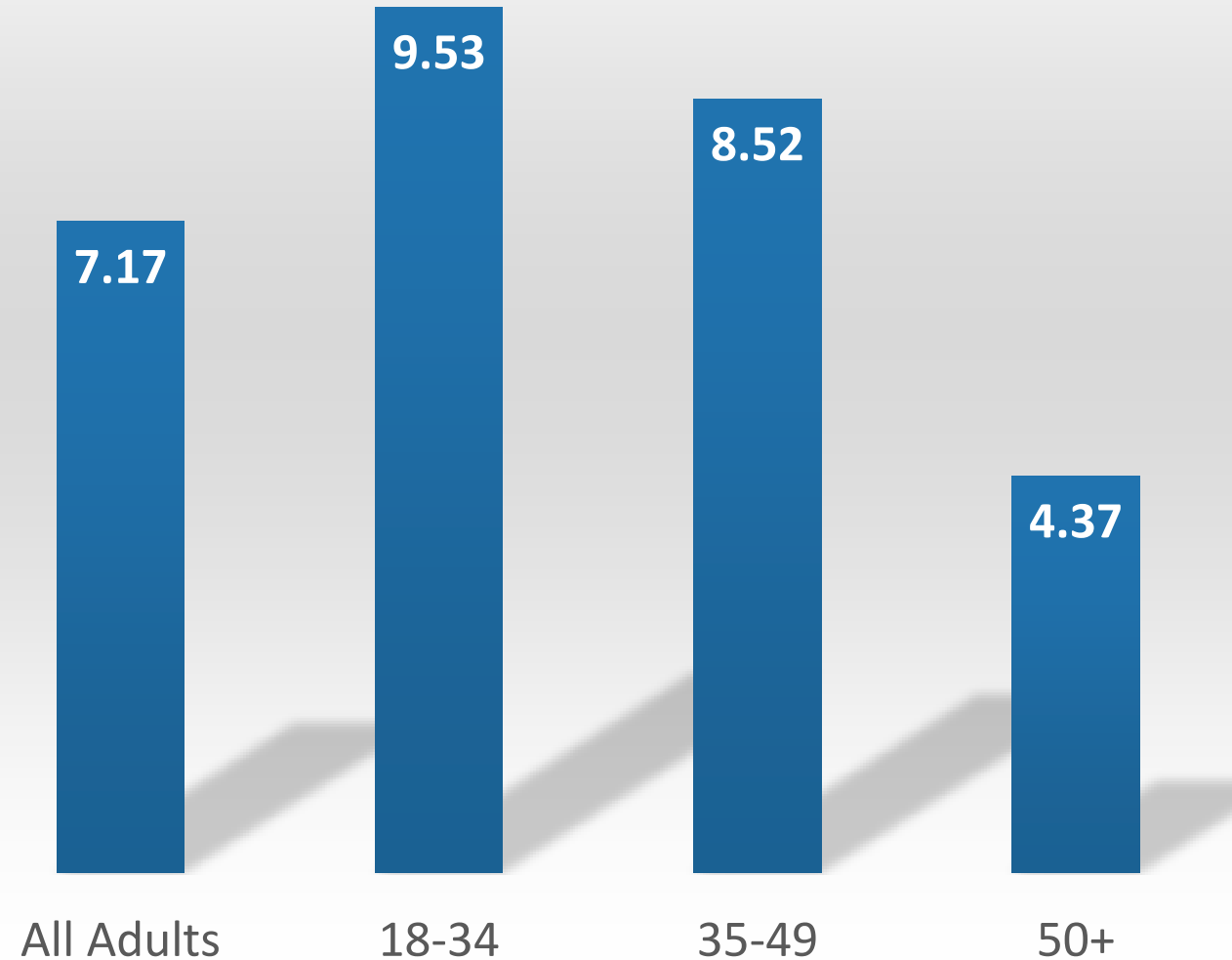
Less time
on personal
computers ...



Nielson. (2015). Total audience report Q1 2015.
Advertising Age Fact Pack: Consumers on the Go.

More time on smartphones ...

Weekly Hours Spent Using Smartphone



Nielson. (2015). Total audience report Q1 2015.
Advertising Age Fact Pack: Consumers on the Go.

Questions and Discussion

Reach Us At:

Contact the UW-Extension Center for Community and Economic Development

- Kristin Runge; 608-263-1432; kristin.runge@ces.uwex.edu Twitter: @RungeKristin

Contact the UW-Extension Sauk County Office

- Jenny Erickson; 608-355-3250; jenny.erickson@ces.uwex.edu