

**Millennial Advisory Committee
Meeting Minutes**

November 18, 2019

Summary Recap:

- I. The December meeting started with a brief tour of the Haven on the Lake facility. This included both the exercise classrooms and healing environments (pools, sauna, etc.). Also discussed was the upcoming renovations of the “cafe” space to serve as a mini exercise room so that members could also get in a traditional work out. Haven will also soon have a new spa space outfitted and operational.

MAC members who had previously signed up for Haven classes/membership shared their reflections:

- That they think Haven should have classes offered at more varied times, especially earlier am and later pm class times.
- Pricing is also very expensive, especially on top of the normal membership.

- II. Recap of Party in the Park Event

MAC members who participated in the event discussed their feedback on the experience, as outlined below:

- That the event did feel somewhat spread out and would have benefited from more fire pits and more packed in setup, located further away from any hilly locations.
- That more pedestrian directional signage was needed as people unfamiliar with the park did not feel like they were heading in the right direction.
- The music was good and while beverage pricing was reasonable, some of the product was out of date. Better quality control by the vendor partners is needed.
- Attendees expected there to be more participating food trucks/food options than the two that attended.

Advertising

- Visible cross-promotion by the band and food/drink vendors was not readily visible in the weeks leading up to the event.
 - The band did not post they had a gig there that night
 - Jailbreak was not advertising the event
 - Cross-posting with Downtown Partnership did not come on to anyone's radar.
- In general it feels like CA's utilization of Instagram and facebook is not in step with best practices for sharing material. For example:

- The posts seemed to be posted more the purpose of posting without efforts to create traction and sharing.
- There were no follow up or live posting of the event. If pictures taken as the event was underway were being shared, people may tag or share pictures of themselves at the event which could create day-of interest and participation.
- There should be follow up posts about the event as well, perhaps promoting future events or CA activities
- Pictures over graphics. People would rather see pictures of themselves/others or of bands/food trucks or set up p[reparations over graphic content advertising the event. People like to repost/share pictures of themselves and their friends not graphic advertisements.
- Need to have dedicated influencers helping to push along compelling postings. Who is a CA Influencer?
 - Instructors?

Recommendations for the future

- Rather than 1 larger event, perhaps 4 smaller quarterly events that can be advertised throughout the year. But overall CA really needs to decide if this is the type of activity/event we want to engage in? What is it?

III. Impressions from Discussions with Dan Burns and Laura Sitlers (Sport and Fitness & Marketing/Communications Department)

Memberships

- Do not understand/agree that there should be differential pricing in membership for CA assessed versus non-assessed properties
- Perks of Haven should be added on to regular membership. Why is this separate rather than being part of the added value provided to all members.

Communications

- CA really does not have a sufficient following on social media to make use of this as a main communication platform.
- Need to work on decentralizing communications so that they feel more organic and authentic. Everything coming out of CA feels the same so that it is reading like spam instead of feeling like different users engaging with the community.
- Words should never be part of instagram posts, posts with words do not aim for the correct demographic using this site.
- Why is there not more advertising about special events. For example, Haven is having the free class with a food donation promotion but we have not seen it anywhere?

- It feels like there is perhaps a lacking sense of urgency in the communications strategy and that it is not clear what the goal is. CA should decide do you A) want to focus on improved engagement with existing CA millennial members or do you want to bring in new people. Different strategies are needed to do these two different things. We would recommend focusing on better engagement with existing members to sure up that base.

As part of this discussion, Jessica suggested perhaps asking Michelle Miller who runs the programing in Community Services may be a good resource to have a dialogue with the group.

IV. Selection of 2-3 implementation recommendations from the Millennial Report

The group discussed which initiatives of the Millennial Report they wanted to focus on the remainder of this FY. A final selection of 2-3 topics will be determined next meeting in December. These are in addition to the specific CA Board selected charges requesting MAC provide feedback on new and existing programming and suggest potential membership pricing and discounts for Columbia's Millennials.

The narrowed options selected from the report's implementation chart were:

- A-2 Improve CA's social media presence
- B-2 Partner with local establishments to facilitate meetups
- C-6 Organize a social sports league
- D-1 Explore opportunities to meet housing needs
- F-3 Organize predictable year-round and bi-monthly events