

**Millennial Advisory Committee
Annual Report – FY 20**

The members of the FY 20 Millennial Advisory Committee were Jason Jannati (*Committee Chair*), Itzajadet Amezcua, Stephany Bellone, Vrinda Deshpande, Jordan Hawkins, Brad Hennessie, Jumel Howard, Maria Krull, Julie Miller, Ashley Vaughan, and Blair Wooldridge. The staff liaison was Jessica Bellah, Senior Community Planner, OPCA. The Committee met 8 times during FY20.

A. Committee accomplishments for FY 20 (Fiscal year just ended):

- Provided feedback on the programming content and assisted in the advertising of CA's first Party in the Park event (Fall 2019)
- Met with senior staff from Communications and Marketing and Sports and Fitness to discuss current operations and begin developing recommendations in line with FY 20 charges
- Selected implementation tasks and formed subcommittees to focus on specific recommendations
- Held meetings at various CA facilities to learn breadth and depth of CA programming

B. Proposed Charge submitted for approval by the CA Board identifying items to be addressed by Committee in FY 21 that align with the Committee's goals, CA's strategic plan and the President/CEO's goals and objectives:

The proposed items continue the work of FY 20 with a particular focus on implementation within the current Covid-19 environment onto the future.

- Explore and recommend specific actions in order to implement recommendations from CA's "Exploring Ways to Better Serve Millennials" Report – Selected topics of focus:
 - Knowing: Recommendation A-2 - Improve Communication and presentation of Information via CA's Social Media Presence
 - Meeting: Recommendation B-2 - Serve the Millennial population's need for opportunities to socialize and gather by partnering with local establishments to facilitate meet-ups, in conjunction with Recommendation F-3 -Facilitate/organize predictable year-round and bi-monthly events.
 - Living: Recommendation D-1: Address housing affordability and cost of living concerns by exploring opportunities to meet Millennial's housing needs.
- Provide specific recommendations on potential membership pricing and discounts for Columbia's Millennials
- Provide feedback on new and existing programming and events.

C. Committee recommendations, if any, with justification, for consideration by CA Board:

- None. recommendations are anticipated for in the next fiscal year

Committee Charge approved by CA Board _____, 2020