



# Intercounty Coordinating Committee

Columbia, Dodge, Green Lake, Jefferson, Marquette & Sauk Counties

## MEETING AGENDA & PROGRAM

**Officers:**

Chairman

Russell Kottke  
Dodge County  
W8542 Laurel Hill Road  
Fox Lake, WI 53933

Vice Chairman

Andy Ross  
744 S. Main Street  
Poynette, WI 53955

Secretary / Treasurer

Dodge County UW-Extension  
127 E Oak Street  
Juneau, WI 53039

**Member Contacts:**

Columbia County

Vern E. Gove  
400 Dewitt Street  
Portage, WI 53901

Dodge County

Russell Kottke  
W8542 Laurel Hill Road  
Fox Lake, WI 53933

Green Lake County

Harley Reabe  
N5878 Lakeview Dr  
Green Lake, WI 54941

Jefferson County

Jim Schroeder  
539 E Reinel Street  
Jefferson, WI 53549

Marquette County

Bob Miller  
N1305 18<sup>th</sup> Rd  
Dalton, WI 53926

Sauk County

Marty Krueger  
346 Warren Avenue  
Reedsburg, WI 53959

**Mailing Address:**

UW-Extension  
127 E Oak Street  
Juneau, WI 53039

<b>DATE:</b>	Monday, June 20, 2016
<b>TIME:</b>	9:30 AM
<b>PLACE:</b>	UW-Extension, Jefferson County Office (Rooms 8 & 9) 864 Collins Road Jefferson WI 53549

9:00 AM	Gathering
9:30 AM	<p>Call to Order</p> <p>Pledge of Allegiance</p> <p>Certification of Open Meeting Notice</p> <p>Adoption of Agenda</p> <p>Approval of Previous Meeting Minutes</p> <p>Reports from Visiting Legislative Officials</p> <p>Update of County Issues – WCA</p> <p>Open Discussion of County Issues</p>
10:00 AM	<p><b>Program Topic: The State of Planning in Wisconsin: Current Topics and Issues</b></p> <ul style="list-style-type: none"> <li>❖ Counties and Comprehensive Plan Updates: Fundamental of Getting Ready and Other Considerations</li> <li>❖ Topics of Particular Concerns to Counties, Such As: <ul style="list-style-type: none"> <li>▪ Shore Land Zoning Legislation Implications</li> <li>▪ Large Animal Operations</li> <li>▪ County and Town Relations and Best Practice</li> <li>▪ Other</li> </ul> </li> </ul> <p>Guest Presenter: Professor Brian Ohm, Department of Urban and Regional Planning UW Madison and UW Extension Specialist</p> <p><b>County Perspectives on Planning and Zoning: What</b></p>

**is on our minds these days?**

Introduced By:

Rob Klotz: Jefferson County Director of Planning and Zoning

Steve Nass: Jefferson County Planning and Zoning Committee Chair and County Board Vice-Chair

Additional Sharing By Each ICC County

Open Discussion of County Issues Continued

Adjourn



**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

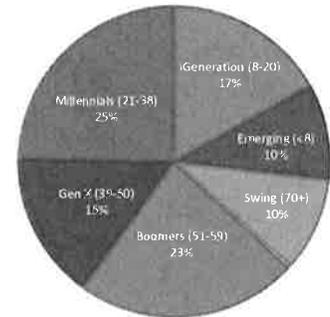
# Millennials

Kristin Runge, M.S., PhD, Candidate  
 Community Marketing Specialist  
 Center for Community & Economic Development  
 kristin\_runge@ces.uwex.edu; Twitter @RungeKristin



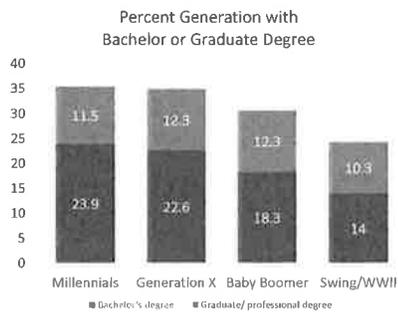
1977-1994

21 to 38 years old in 2015 ...  
 ... 36 to 53 years old in 2030



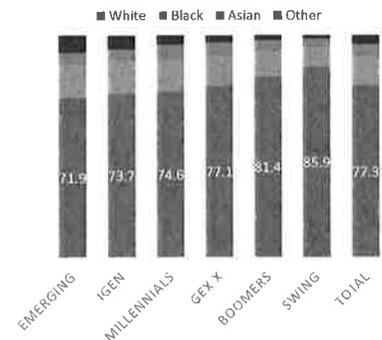
Well Educated

Runge, K., (2013). Marketing to Millennials in Rural Academics. Midwest Region.



Racially Diverse

Runge, K., (2013). Marketing to Millennials in Rural Academics. Midwest Region.

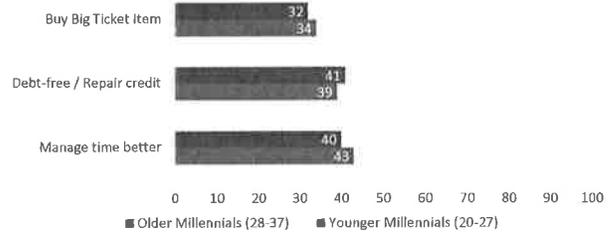


# Life Stage Effects

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

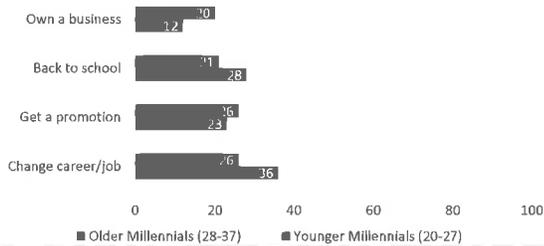


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## Within the next 5 years ... Career Goals

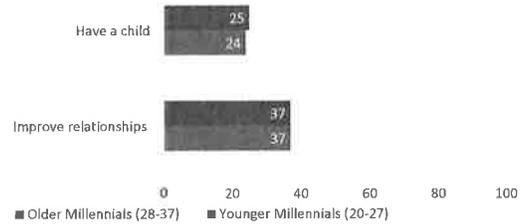
Bonetto, L. (2015). Marketing to Millennials-US. Mintel Academic: Mintel Oxygen



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## Within the next 5 years ... Family Goals

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



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# 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.

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Millennials marry later

Robert P. Eckstein, Ph.D., and  
William H. 2014 Millennials in  
Marriage: Trends and Implications  
National Marriage Project, The University of  
Colorado

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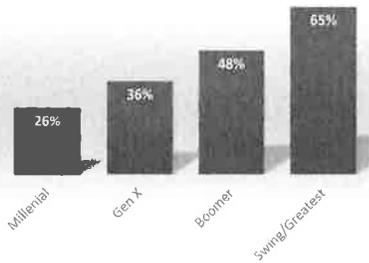
29 years    26 years

Millennials marry later

Robert P. Eckstein, Ph.D., and  
William H. 2014 Millennials in  
Marriage: Trends and Implications  
National Marriage Project, The University of  
Colorado

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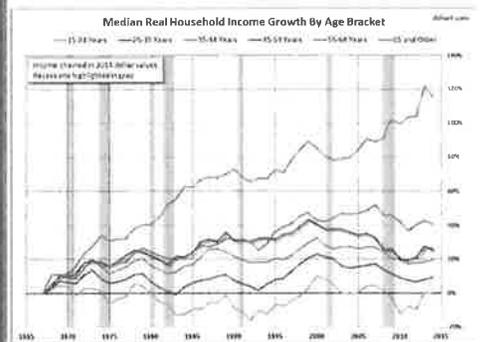
Married between age 18 and 32



## 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.

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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 ...



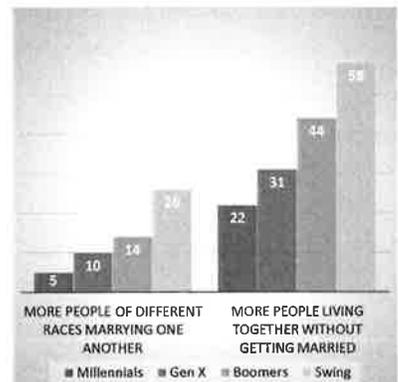
WV Extension

WV Extension

Compared to other generations at their age ...



Is this bad for society?



WV Extension

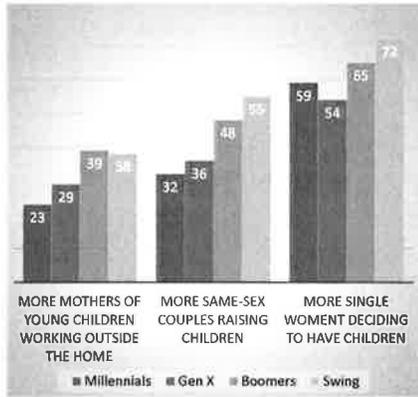
WV Extension

Is this bad for society?

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

Source: L. (2013). Marketing to Millennials. U.S. Market Research. Mintel. Dayton.

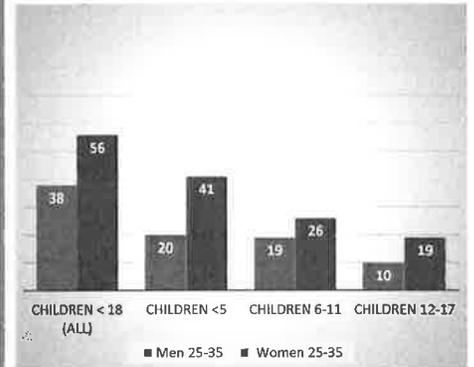
www.Extension.com



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

Source: L. (2013). Marketing to Millennials. U.S. Market Research. Mintel. Dayton.

www.Extension.com



## Media Use

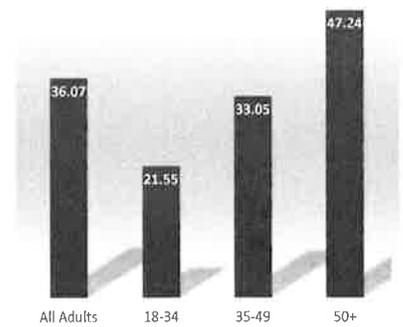
www.Extension.com

Television?  
Not so much ...

Source: EBSCO. Total audience reach (Q1 2013). Available in Age 18+ Pack. Consumers no 104-02

www.Extension.com

Weekly Hours Spent Watching Television

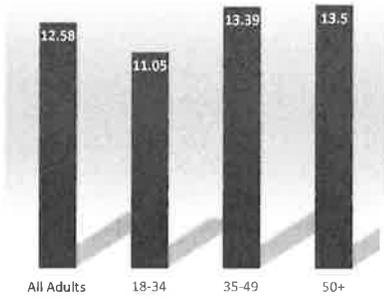


Less radio  
than other  
generations ...

Nielsen, (2015). Total audience report Q1 2015.  
Advertising Age First Place. Copyright © 2015.



Weekly Hours Spent Listening to Radio

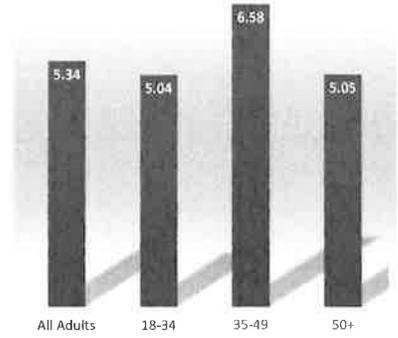


Less time  
on personal  
computers ...

Nielsen, (2015). Total audience report Q1 2015.  
Advertising Age First Place. Copyright © 2015.



Weekly Hours Spent Using PC

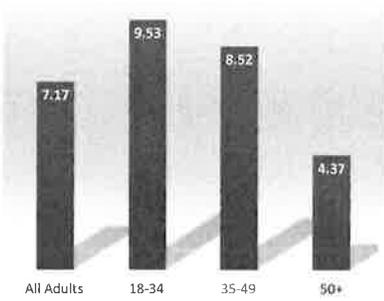


More time on  
smartphones ...

Nielsen, (2015). Total audience report Q1 2015.  
Advertising Age First Place. Copyright © 2015.



Weekly Hours Spent Using Smartphone



Questions and  
Discussion

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## Reach Us At:

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Contact the UW-Extension Center for Community and Economic Development  
Kristin Runge; 608-263-1432; [kristin.runge@ces.uwex.edu](mailto:kristin.runge@ces.uwex.edu) Twitter: @RungeKristin

Contact the UW-Extension Sauk County Office  
Jenny Erickson; 608-355-3250; [jenny.erickson@ces.uwex.edu](mailto:jenny.erickson@ces.uwex.edu)

The logo for UW-Extension, featuring the text "UW-Extension" in a stylized font, with "UW" in a smaller font above "Extension".

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