

Next Gen Meeting

January 29, 2020

Present: Stephanie Janigo, Marcus Blue, Leah Fielding, Christine Benedetti, Kimbo Brown-Schirato, Morris Hogan, Mayor Torre, Nicky Byrne

New member Stephanie introduces herself - from Bellingham, WA and been in Aspen for six years, owned business Messenger Aspen, ran a nightclub in town called Grotto, ran Messenger one more winter and now works for a family in Aspen as an assistant, was inspired by working with entrepreneurs and then saw some lack of support by City and was frustrated by that and was frustrated that where her business was lost space because Mark Hunt put it up for sale for the City

Leah - We're resetting our priorities and making sure what we're focused on is what our demographic cares about, trying to find more people who are 18-25 and we are conducting a survey right now

Marcus - the idea is for 18 on up, do we have an IG account? (Yes.) That's the easiest way to hit young people, maybe we can put questions on IG, do quick polls and to get a little bit of traction if we can follow everyone there is

Leah - There's a distribution plan for the survey and that is part of the plan, maybe we can assign people to do that quarterly, give everyone a turn with social media, we did add to the survey some things because I didn't want to assume, but we added a few newer questions that I want to talk about with the group

Morris - We were concerned about question about top three factors that limits people ability to live in Aspen long term (that is a ranked question)

Leah - Other ideas that I'd like to add to the survey are a comment box asking for concerns, ideas, positive experiences, living and working in Aspen or comments for Next Gen

Kimbo - Maybe we just say if it's not mentioned in anything above, please comment, we decided we also want to create a culture of kindness in town, and why you love living here

Leah - So it should be question about why they love living here

Christine - Or tell us what their favorite story is in Aspen

Leah - I'll rework those questions and the question - What do you think Aspen Next Gen should work on in the coming year? We can sort the themes

Marcus - Maybe we ask "outside of the biggest issues aside from AH, what is your big concern?"

Kimbo - first one was 300-400 and the last one was about 150 respondents

Marcus - maybe in warmer weather we can get people at Tuesday Cruise Day and events like that

Torre - for me there is a science to surveys and when I read through this it seems like a lot of demographics and how can you be most effective, I heard a little about how it's going out, what format will it be in,

Kimbo - we want to keep the base the same so we have consistency over time

Morris - do we want to create a mirrored survey in Spanish

Torre - I was looking at the question, do you have children, maybe that should be up at the beginning, maybe ask a question about status, single, single with kids, family size,

Morris - I think household income would be good to have and we can reword the household members

Leah - this will help reset what we are doing next year for our priorities

Torre - I don't know when you're getting this out but I think you should present to City Council, it's a good way to up your profile, tell people how you are getting this survey out, I know you're doing some refocusing but it would be good to get some input from you on what's going on, every other week we have a meeting where we're deciding stuff whether it's housing or land use etc. and Next Gen should weigh in more, maybe just present to Council in the next two weeks, I'm happy to request you be on the agenda, that would be a great way to get some exposure and start driving what you can do

Torre - I would do that over scheduling a work session

Christine - maybe do blast with our emails

Leah - email, Next Gen newsletter list, maybe included in City emails, schools, LOCAL, maybe get article, flyers around town, PSA to newspapers, Yellow Brick, Red Brick, grocery stores, Paradise,

Kimbo - let's have a subcommittee for the survey and in terms of flyers, every board member committed to getting 20 or so flyers up, when we ask our friends to do things that helps,

Christine - we need to get out of the box people

Kimbo - we can grab people with an iPad

Marcus - The Drop on Instagram with Aspen Times

Stephanie - I want to know if people vote and if there are barriers to getting involved, if not, why don't they vote?

Kimbo - we do have access to voter roles, they are public, because we can ask people why or why not they vote, it's an interesting one but I don't know if people will lie

Nicky - Are you registered to vote? Did you vote in last election? Why not?

Morris - we'll get cranking next week with a subcommittee

Stephanie - I think finding out how to get people involved is really hard, but we want to reach people

Marcus - It's not my favorite question to ask if Council represents us

Leah - did you vote in the last election is neutral and how do you receive your news is helpful

Stephanie - if we had some research on how to reach people we can work smarter and harder

Kimbo - how do you learn about issues?

Marcus - Here House has speakers and they would engage something like this, a conversation, they're always looking for something to add

Morris - dinner topic ideas and event date, does anyone have any follow-up? We met with Torre and Skippy and Torre talked about having younger representatives on this committee, maybe we can get some high school kids, we don't know anything about that

Leah - maybe a head girl and boy, it seems like they're already involved and care, that was the idea

Nicky - the head boy and head girl have affiliates to the student council, it's voted by the school, student body votes on it, I can spearhead that and figure out, a male and a female

Torre - It's really about reaching out to that demographic, it's February, so your seniors are checking out, don't go into it with too many expectations, be open to talking to a group of students, just doing whatever you can to tap into that demographic, it takes until you are a certain age to tell people what you think, don't expect a lot

Nicky - I think if we can just get one delegate

Morris - let's get conversation started

Leah - the survey is going to help a lot with engagement, Genteen podcast

Stephanie - Maybe on Upload with Andrew Wicks, and the Gondola

Morris - newsletter ideas, we can say look out for survey coming in next month

Marcus - Vanguard is a group of young donors who are interested in community, that's who we want to connect with

Leah - we also need to connect with Spanish speakers who live and work here

Morris - Kudos to anyone, Alex winning Gold and Mountain Rescue

Kimbo - If the survey is going to span a year then we need to focus on a topic we want to advance with the Council, if the most powerful thing is our voice maybe we can be the catalyst for change for the Entrance to Aspen, maybe for the next three months we go on a fact gathering mission