

Aspire Placemaking Team  
January 4, 2016

Attendance: Katy Cavaleri, Cindy Cook, Ray Gonzales, Jeff Owen, Janice Bullman, Samantha Bush, Eileen Meyer, Bonnie Pribush, Rick Resener, Joe Moore, Denise Speer, Peggy Rutledge

Buyer Persona: Identifying the perfect audience. Jeff Owen

This will focus on the key business opportunities, makes our marketing more cost effective, and helps us nourish and develop the relationship through the buyer's journey.

Identify the perfect audience:

Families with children under age 18

Empty nesters

Workers needed by current industries

We need to pick one audience to focus on initially that we can reach most effectively.

Millennials with kids

Details learned about Millennials:

Ages 25-34

25 % of population

Kids age 5-18

Median income 50,000

21 % of consumer discretionary purchases

53 % already have children

See parenthood as a partnership

50% of them believe in causes and direct their spending in this manner, willing to pay a little more to support a cause they believe in.

Very tech savvy

Produce content online and focus on content online.

Want brands to entertain them and engage them.

70% feel a responsibility to share feedback with companies whether good or bad experience

Transportation other than a car is important to them. They believe quality of life issues are more important and a good quality of life (schools, homes, amenities) are the way to bring new industry, not just trying to attract the company itself.

They make up 33 % of today's workforce.

Make up 21% of discretionary spending

Need to determine the audience to start with.

The team has chosen to start with the Millennials with kids audience.

Questions to consider now:

What type of questions do we need to ask?

How do we connect with the Millennials to ask (focus groups) ?

What are their life goals?

What are their challenges to these goals?

What is or should be their role if living here?

What message do we need to send to them?  
How best to connect to them?

What is the end goal for this project?  
What do we want the Millennials to do?

Homework: What do we want them to do? What is our end goal? What questions will we ask the focus group in order to get the information we are seeking? What type of research are we needing in order to create the white paper? What are we going to do with this information? What is the low hanging fruit that we can accomplish now?

The team needs to consider forming two sub-committees working on the current opportunities to promote the county amenities as well as the long term plans for the white paper on millennial attraction.

Aspire Placemaking Team  
February 1, 2016

Attendance: James Higdon, Janice Bullman, Eileen Meyer, Samantha Bush, Rick Resener, Denise Speer, Cindy Cook, Katy Cavaleri, Joe Moore, Dana Monson, Peggy Thompson

Presentation by LJC team working on trails mapping. This map will be placed ultimately on the Aspire website. They are creating a map of all the county trails systems for anyone to see and use. There will also be recommended trails, distances etc. to give suggested trails for bicyclists and walkers. One of the goals was to bring the communities together to collaborate on connecting these trails as much as possible.

Promotions team:

Consider a dog walk fundraiser using the map that is being created by the LJC team. We would like to hold this later in the summer as a fundraiser for Aspire and also partner with Humane Society as a fundraiser for them as well.

Consider holding a Johnson County Marketplace in Greenwood this year. Rent booth space as a fundraiser for Johnson County. The vendors can then sell their products, including food, for the event. The businesses will need to have insurance and add us as additional insured. JCDC needs to check with our insurance on liability issues with this. Food vendors also need to determine, are we selling from the outside such as food trucks or inside. If the event is inside, we need to determine cleanup. We must cover liabilities and cost. We can also ask for sponsorships to support the event. We think it should be held on a Saturday during the day. If we did June this year, we could move to April next year with earlier planning. Need to check on graduation dates as well. We could look at Rascals place as well.

Consider tying in with festivals that are already planned. Also consider manning a booth at some of the larger sporting events in the county promoting the events going on in the county. We could have a booth for Aspire and have some type of involvement with them. Also consider having a booth at the county fair. This would require buying a tent and creating promotional brochures for Aspire. We also need a banner or signage that could be re-used at each event and a tablecloth cover. We would need to get a sponsorship to pay for this and the sponsor would be able to promote their business at the tent as well.

Question is what will the funds be used for? Will they be for funding for Aspire, re-investing into our events to grow them, or for other events of Aspire.

Peggy will check on JC Marketplace locations and costs. Dana will check in insurance with JCDC issues to cover. Look at late May, early June potential.

Cindy will start looking at possibility of trails ideas.

Ray and Rick will look into festivals and booth promotions. Rick will work on quotes for promotion materials.

### Research Team:

Shared with group that Brent Tilson mentioned the City of Greenwood is conducting research to study the image of the South Side of Indianapolis. Samantha will reach out to Molly with the City of Greenwood to see how we can obtain information related to this project.

In reviewing the articles from Jeff Owens, the research indicates that the quality of place and education is what drives people to a community and the jobs will follow. Historically it had been the opposite. Create the jobs and the people will come. In Indiana, looking at the most populated and desirable communities, it is the school systems and the amenities that are driving population growth.

Denise asked if we have any data on the number of college graduates that stay in Johnson County after graduation. How many millennials in Johnson County? Joe thought we might have this or Eileen thought it would be available from the library.

We discussed the millennials and their wants and needs in more detail than we had discussed before, see additional attachment.

The group feels to capture their attention we would need short you tube videos of Johnson County attractions (promotions team). Tourism as the first date to Johnson County and leading to more...living, playing, etc. Creating an experience as millennials are experience based. It needs to be memorable for them.

Add Rocktheblockrun.org to Journey Johnson County?

Do we have a shared drop box for Aspire?

Realized we spent time on researching millennials and not so much on addressing the homework questions. The homework as assigned was:

For those of you who would like to work with the research team, I want you to begin looking for information about Millennials now, and determine what topics you feel we need to discuss with the focus groups and what types of question should be on a survey. The second item that needs to be determined is how to find a good, reasonably priced, marketing research firm who can assist with the focus groups and survey compilation. The third item will be to determine how to pay for the firm who will assist in the work. The team realizes we need professional help to get the best research done as possible.

The group was a bit hesitant how to move forward on the above, however, James Higdon shared that the IUPUI Capstone may be a great platform for our focus group. Samantha will follow up with the professors that James has shared in order to see what we can do to obtain a low cost/free focus group administrator.

The questions for the research team is: what 5 pieces of information that you want to know about millennials?

We are working on meeting times as schedules are conflicting.





Millennials (Generation Y)  
1980 – 1995, 20's and early 30's

Graduating college to settled in the suburbs with growing families and careers  
82 million strong – very diverse  
Will have 2.5 trillion in spending power by 2018

Formative years –

Events of 911, The Real World-Survivor-Big Brother, global, raised by boomers,  
live school shootings – you can achieve fame and fortune simply by being  
yourself

Homeland violence – online bullying, terrorist attacks, this generation is aware of  
how vulnerable the world (we) are (safety important)

Simpsons, computer games – virtual education through computer games, social  
media

Parents gave them a voice, more so than other generations - democracy

Look to their parents for guidance – starting out with lots of student loan debt  
and a difficult job market (great recession impact)

4 of 10 savings for retirement  
23% spend more than they have  
21% of consumer spending  
36% have a rainy day fund

Collaborative

Educate them on their level, guide them – ask them what they want, don't just  
tell them

Received awards for participation, not just winning, led to negative stereotypes  
for this generation – entitled, spoiled and lazy

Social conscious

Search for meaning – make the most of their lives, travel, passionate jobs,  
making a difference (vs. saving)

Work comes second – will take lower pay to do something that will make a  
difference

Value marriage and good parenting – many delaying or not planning on kids at all

Lots of volunteering and giving back

Tech Savvy –

Limited screen time? Not for the media-savvy Millennial. This generation relies on social media and new technology to infiltrate the workplace, raise families and make spending decisions.

Used internet during formative years – so much access to information

Easy access to information and want it now

Check their phone 43x /day – turn to internet for information

Upgrade cycle-usually first in line

Become a curator of information to help them sift through the information

Starting to build wealth – some still have student loan debt – may look at smaller homes – more realistic- next 10 years prime earning potential – full time work?

Delayed adulthood has led to moving back home “adulthood beings at 30”

The great recession – just as they were getting ahead – recession caused many lost jobs and moving back in with mom and dad – delaying adulthood for many

Large wealth transfer will occur from Baby Boomers to the Millenials which will again shift this generation

75 M Traditionalist – born before 1946

80 M Baby Boomers – born 1946 – 1964

60 M Generation X – Born 1965-1979

82 M Millennials – Born 1980-1995

? Generation Edge – Born after 1996

Contact their parents every day 67% of moms, 51% of dads-very influenced by their parents

Strong influencers and are known to sway purchasing decisions of others – love the flow of information both to them and from them



### PARTICIPATION AWARD

Growing up, many Millennials received awards for simply playing, not winning the game. This led to negative stereotypes for this generation such as entitled, spoiled and lazy.



### REALITY TV

*The Real World, Survivor, Big Brother* – Millennials saw the explosion of unscripted television during the late 1990s and early 2000s. Reality TV glorified the concept that you could achieve fame and fortune simply by being yourself.



### THE SIMPSONS

This generation grew up alongside America's longest running sitcom, *The Simpsons*. The show gave Millennials a pop-culture education as they embraced its satirical humor that is prevalent online today.



### COMPUTER GAMES

Originally designed to teach school children about pioneer life, *Oregon Trail* became a favorite computer game among Millennials. They were the first generation to receive virtual education from an early age.



### SOCIAL MEDIA

Millennials grew up comfortable putting their lives online. Through Facebook, Twitter and others, they skimmed the social media feeds of their peers, often leading to less than favorable comparisons to their own lives.

INSTALLING...  
VERSION 8.1.1



### UPGRADE CYCLE

When the latest technology launches, Millennials are the first in line to upgrade. This generation grew up as the tech industry was booming, and as a result not only do they require constant upgrade but also constant access.



### HOMELAND VIOLENCE

While every generation witnessed violence, Millennials experienced it closer to home. Online bullying, school shootings and terrorist attacks on home soil taught this generation how vulnerable the world could be.



### GLOBALIZATION

With major advancements in communication technology and the rise of the Internet, this generation didn't think twice about instant messaging with a friend in India or calling a grandparent in Italy.



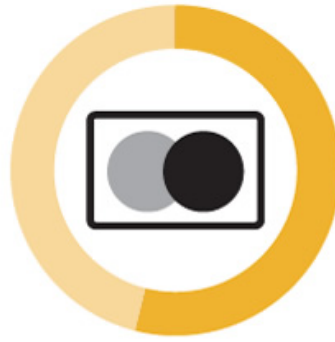
### THE GREAT RECESSION

Just as Millennials were hitting their stride in the workplace, the recession sent them back to their parents' houses. Paying off student loans while looking for a job has caused a delay in adulthood for many Millennials.

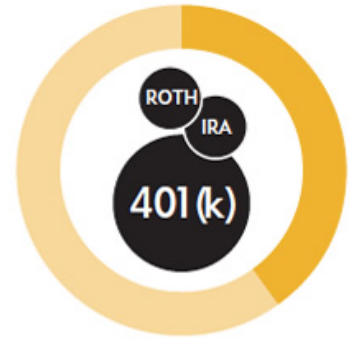




**23%**  
of millionaires  
are Millennials.<sup>1</sup>



**54%**  
of Millennials say  
debt is their biggest  
financial concern.<sup>2</sup>



**40%**  
of Millennials have  
a retirement account.<sup>3</sup>



Only **14%**  
of Millennials say that  
when it comes to saving  
and investing they  
are aiming high and  
pursuing rapid growth.<sup>4</sup>



**44%**  
of Millennials describe  
themselves as "extremely"  
interested in improving their  
understanding of investing.<sup>5</sup>



**71%**  
of college-educated  
Millennials are investing,  
but only 22% do so  
through an advisor.<sup>5</sup>



Millennials are  
shouldering \$1 trillion  
in student debt.<sup>6</sup>



Millennials will outpace  
Boomer earning by 2018.<sup>7</sup>



When it comes to money  
matters, Millennials trust  
their parents the most.<sup>8</sup>

Aspire Placemaking Team  
March 8, 2016

Attendance: Katy Cavaleri, Cindy Cook, Jeff Owen, Samantha Bush, Dana Monson, Peggy Rutledge.  
Joe Moore

Co-Chair changes: Samantha will be stepping down as co-chair and Katy will be taking her place. Joe's term will end in April and this team will have two co-chairs. The team will now have two co-chairs like the other two teams. The team would like to alternate the meeting locations from Franklin to Greenwood. The chambers have both offered their spaces for the meetings. We will be at MainSource April 5 and will have the meeting in Franklin on May. The meetings will move to the first Thursday, 3:30 to 5:00. Katy will reach out to Janice and Anna to set up these meetings.

Lemonade Day planning: Lemonade day is the entrepreneur promotions for kid's program. We will partner with the Indianapolis region to promote this for Johnson County. Steve Spencer has agreed to be our champion and is willing to be at the event the day of as well as at a promotion day. In addition he will go to the schools to promote the event if we are able to arrange this. We need two sub-teams, one to find locations for the kids and one to market. The locations needed are for kid's to have their booths at, preferably in front of local businesses to show them support. Marketing will include sending out emails to appropriate organizations, sharing information on social media, preparing and attending a sign up event at the local libraries, and any other promotion ideas. We also need as many team members as possible to go around the day of and visit the booths, then put info out on social media. Katy will send out an email and work on getting the two teams together.

Promotions team: working on ideas to promote Aspire and the county. Discussed the marketplace idea. The marketplace idea will be considered for a fall event, possibly at a school. A fundraiser idea is to have a dog walk with the trails using the trails project from LJC. This could be a charge with the funds going to Aspire. A promotion idea could be to go to local festivals and have a booth to promote Aspire. The team would like to have a banner for this and some materials to hand out about Aspire. Cindy would like to have a booth at the Rock the Block event to be held in April. This is a 5K run that will have a small fair with food trucks and booths with local companies. Cindy will compile a list of festivals and events to consider as places to hold a booth to bring awareness to Aspire. Another idea is to have a booth at local sporting events, such as a day at the soccer fields, softball fields etc.

Research team: Looking at collating their research on millennials. Funds need to be secured before any types of focus group work. James Higdon has suggested using IU capstone project team for this. The team needs to determine what they want to know from this focus team and the purpose of the work. Jeff has a contact to work with to assist with the planning from IUPUI. The goal is to find how we can market to millennials to come to Johnson County and also what are we missing that if we had, would better attract them. This information could be used by the cities as support for amenities. They would also like to collect testimonials from folks who live and work here to put on the website. Samantha is trying to get a meeting with Molly Laut to find out more about Hirsans research and what if any collaboration there may be with our research.

One idea is to host a media day and bring people down for a tour of Johnson County and the amenities.

Placemaking update: The Duke Energy foundation has given Aspire a grant to assist with a placemaking conference. There is discussion among some LEDO organizations to have this regionally. We will

determine if this can be done with several other counties or with just Johnson. Once that decision is made, we will begin plans for the event. This goal is to hold this event in late fall.

Next meeting: April 5, 3:30 p.m. to 5:00 p.m. at MainSource Bank community room, Emerson Ave.

Aspire Placemaking Team  
April 7, 2016

Attendance: Cindy Cook, Katy Cavaleri, Ashley Mannigan, Rick Resener, Larry Wallace, Peggy Rutledge, Denise Speer, Dana Monson, Ray Gonzales, Janice Bullman

Lemonade Day: Advertising will be through Daily Journal, see if Ryan trades will write a story about the day and interview Steve. We will also ask him to go on the KORN radio show to promote this. We also need to send this out to the boys and girls club, chambers, libraries, and have the team members bring to their churches. The team divided up the local private schools to contact. Dana showed the bags the kids will get and handed out flyers. There are some businesses that have agreed to be locations. Katy is collating this information. All the public schools have been sent the flyers and have been requested to send this to the teachers. All the businesses need to be finalized by April 19 and sent to Katy. Will be a PDF on the Aspire site as well.

The team would like to do the favorite stand contest on Facebook. Peggy will be getting prizes for the contest. The goal will be for the kids to put photo of their stands on the Aspire Facebook page, the top three stands will get prizes.

We will also put recognition of any businesses who agree to be locations on the website and Facebook page.

The sub teams separated to review their sub team work.

Research team is working on a white paper that will discuss ways to relate and attract millennials. They are continuing to work with James Higdon to find a way to partner with his class at IU for a capstone project. The goal is to create a working plan to attract and retain millennials in our county. This plan can be used by both Aspire and the new tourism bureau.

Promotions team is working on pricing and creating brochures and a banner for Aspire and places and events to go to promote the work of Aspire. Also, working on ways to promote Johnson County. The team will work on developing a brochure that will use testimonies from current Aspire members as well as list the successes of the organization. They are continuing to work on the dog walk for late summer as well.

Next meeting May 5 at Franklin Chamber 3:30 to 5:00

Aspire Johnson County Placemaking  
May 5, 2016

Attendance: Janice Bullman, Rick Resener, Samantha Bush, Larry Walls, Katy Cavaleri, Dana Monson, Jeff Owen, Heather DeVocelle, Cindy Cook

Lemonade day update:

227 kids so far. Visited Indian Creek Intermediate and Clark Elementary. Need volunteers for Clark and need to find kids who will have a stand and will want a ribbon cutting on May 21.

Research team update:

The team is looking at millennials who live in the county now and why they stay, what they want to see in the county. Originally the team wanted to look at people who do not live here but they are concerned that this may be an area that the CVB will look at and they are concerned about duplicating efforts. They have reached out to Franklin College to find out if they can assist with the research in this area as well. One question is what is truly known by residents about the county and what the message should be to them to help residents learn more about the county. There could be a potential partnership with the tourism commission with this research as well.

Promotion team update:

Ray Gonzales has put together a draft brochure that can be used. The team is working on costs for brochures, banners tablecloth, table and other items that would be needed to have a booth that would promote Aspire. May need to consider a brochure that has more info graphics in it and is more family oriented. Visual images are very important. Should consider audience and who will be reached with flyers.

Aspire Placemaking Team  
June 2, 2016

Attendance: Katy Cavaleri, Cindy Cook, Dana Monson, Ray Gonzales, Larry Walls, Peggy Thompson-Rutledge, Denise Speer

Placemaking Conference: Dr. Loflin has been contracted to hold a half day workshop. The date will be August 4. We need a sub team to help with planning. We will meet as a sub team on Tuesday June 14 at 2:00 for the first meeting. Goals will be to get a location, agenda, facilitator, and marketing plan.

Lemonade Day: Approximately 400 children participated from the county. Need to have a debrief meeting with the sub team in July to begin planning for next year and review this year. Prizes will be given out to the child who put their stand on the Facebook page.

Brochures: Have a brochure from Ray that we can use. Revisions were made to the brochure. Change the back page with the donors from verbiage to the company logos and small wording. Will make a stronger call to action in the center for the join our journey. Front stronger call to action. Johnson County: Your journey, your community. Together we make Johnson County a destination to live, work, learn and play.

Freedom Fest: We have been invited by the Federal Credit Union to have space for Aspire promotion at Freedom Fest. We will try to have the brochures ready by then but need confirmation for volunteers to be there for the day. It is June 25 at Craig park in Greenwood.

Research: Katy is working with Molly at Greenwood to see if we can use some of the information they are gathering about millennials.

Next meeting date: The next meeting date is right after the July 4 holiday. There may be a change for July, in which the separate committees meet but not the full team. The August meeting will be the date for the Placemaking Conference. The next full team meeting may be in September. Watch for emails to verify.

Placemaking Team Meeting  
July 7, 2016

Attendance: Katy, Janice, Rosie, Dana, Peggy, Denise, Ray

Journey Johnson County content: There is a great variety of listings on the website but we know we haven't captured everything. We would still like to have more content. We need people to visit their favorite places and take photos of their experience. We also need folks to connect with their favorite locations and have them submit their information. They can submit this on the website using the contact form or submit to Heather Tallman at the [journeyjohnsonco@gmail.com](mailto:journeyjohnsonco@gmail.com) address. The specifics are located on the Facebook page. The photos of locals patronizing these places will be used on the Journey Johnson County Facebook page.

Johnson County Fair: The next opportunity for the promotions team will be the Johnson County Fair. We need volunteers to attend the fair Monday from 3-5 and Friday 11-3 to use the JJC photo booth frame. This will be in partnership with the Franklin Chamber of Commerce. Monday we will walk around the fair and visit the business booths and fairgoers. Friday we will be at the lemonade stand with Gateway services. Please let Katy and Cindy know if you can attend for any of these days. We would like to have two volunteers for two hour shifts.

Placemaking conference: The location will be the Henderson Conference Room at Franklin College on August 4. Volunteers are needed to help with registration, refreshments and the workshop. Ray will take photos. Peggy, Denise, Katy and Cindy will be there to volunteer as well as participate in the conference. A recommendation was made to change the registration to a link on the Aspire website that goes directly to the Eventbrite location. Katy has asked each placemaking team member to invite 5 people to the conference. Dana will send out the completed flyer and a short "elevator" speech to help explain the conference.

There was discussion about replacing the July large group meeting with this conference as they are close together and some people may not be able to do both within one week. Dana will discuss this with Cheryl and get back to everyone.

Next Meeting: August 4 is the conference and is the date of the next team meeting. The conference will take the team meeting place so the team will meet next on September 1 at the Greenwood Chamber.

Aspire Placemaking Team  
September 1, 2016

Attendance: Erin Slevin, Bonnie Pribush, Cindy Cook, Larry Walls, Katy Cavaleri, Denise Speer, Dana Monson, Rick Resener

Torchbearer volunteers: 20 relay volunteers for the torch route. Please email Dana if you are willing to be a volunteer. There is a need for volunteers to be placed along the route to help visitors find the route and follow the torch. There will be an open house for the torchbearers next Thursday at the museum to recognize them. The festival will be held with the torch on September 23 in Franklin from 5-10. There will be a community showcase, bands, car show and food vendors.

Fall Festival: Katy will send out email with the fall festivals coming up and will ask for volunteers to take the JJC frame and share info about Aspire.

Placemaking Conference: Conference was very well attended with 60 participants. Dr. Loflin discussed the principles of social offerings, openness, and aesthetics. The afternoon was a time with Bonnie to answer questions and share ideas related to these three areas. Words that were given to describe the county are being taken by Ray Bagovich from Franklin College to create a rough draft narrative for the county. Attendees also gave ideas that could be done in the communities around these three areas. These ideas have been shared with the municipalities and partnering organizations to share with their boards. There will be a follow up meeting with an invitation sent to the attendees, elected officials, and Aspire This will be October 5 at the Sycamore from 6:30-8:00 pm. The attendees were asked to make a personal commitment to do something for the community. Bonnie will be following up with folks to see if they have completed their commitment.

13 multicultural event or festival

9 mowing, weed control

8 trails

7 welcoming people

5 social media

5 better use of JC

5 young professional network

Opening recap of the conference to start this off. Aspire list will be given and the items we can do will be mentioned.



Aspire Johnson County  
Placemaking Team  
November 2, 2016

Attendance: Peggy Thompson-Rutledge, Katy Cavaleri, Janice Bullman, Rosie Chambers, Rick Resener, Larry Walls, Bonnie Pribush, Cindy Cook, Dana Monson

Placemaking follow-up: Bonnie gave an overview of the evening and the table discussions that were held. These discussions created a list of people who were interested in pursuing the topics that came from the original conference. There are three projects with a potential for a fourth. These are a trails group, Johnson County parks promotion group, diversity group and possibly a welcoming group.

Discussion was held on the viability of the plans that came out, and how we can support them. The trails group has already held a small meeting at Whiteland and is developing an early plan to create a connectivity plan for the county using Whiteland as a hub for this trail connectivity. This fits in well with the mission of growth and planning and that team is very interested in partnering with them.

The Johnson County park promotions plan is a great fit for the placemaking team. There is interest in promoting the park and developing a sub-team that would research potential grants and use of the park.

The diversity group would like to get together for further brainstorming as well.

The welcoming team needs further discussion as no consensus was made from that.

Follow up steps from Bonnie is to have a message sent to the attendees from the conference to detail what was discussed at the follow-up meeting and to generate more interest in the projects. The trails should go to growth and planning and the two remaining projects need to be further fleshed out. This can be done as an organizational plan. There was not enough interest in the transportation with only 3 people and the suggestion is to reach out and get their thoughts on where to continue. The welcoming group needs to be communicated with and see if there is still interest and if they would like to have a brainstorming session to see if there is further interest.

The two projects that are of most interest to the placemaking team is the diversity and Johnson county park promotion.

There will be no team meeting in December. The team meetings will resume in January.