

## Colchester Youth & Social Services

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# Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

Mar 30, 2022 | 1:00 PM – 2:00 PM | Zoom Meeting

MEMBERS PRESENT: Dave Koj, Samantha Van Zilen, Janet DePratti

MEMBERS ABSENT: Melanie Goggin

OTHERS PRESENT: Charity Benedict, Sam M. (Bacon Academy)

## 1. **CALL TO ORDER**

Dave Koji called this meeting to order at 1:03 pm.

## 2. **ADDITIONS/DELETIONS TO AGENDA**

None.

## 3. **CITIZENS' COMMENTS**

None.

## 4. **REVIEW AND APPROVAL OF PREVIOUS MINUTES**

Minutes of the March 11, 2022, meeting presented for review and approval.

**Motion by:** S. Van Zilen

to approve the minutes of March 11, 2022, as presented.

**Second by:** J. DePratti

**Vote:** Unanimous to approve

## 5. **PHOTOS AND DRON PHOTOS TAKEN AT THE YOUTH CENTER FOR WEBPAGE**

Dave stated photos included a group shot in front of the Youth Center and of the gaming bus. Youth Services Staff would like more posed shots in the Youth Center and during some trips. Charity and Dave to meet with Val and other staff to clarify "candid shots with some posing."

## 6. **DISCUSS 40 DEVELOPMENTAL ASSETS VIDEOS**

- a. Four videos are complete and waiting on twelve videos which include the intro video and those filmed by teens at the Youth Center. The group decided Charity should send a follow up reminder email to those original requests. Charity stated all the scripts are written.
- b. Discussion involved ideas to ask others to film videos. It included bringing up this need at the upcoming Coalition meeting citing its urgency to keep the CYFC program moving. Also sending emails was discussed expressing the need for participation. Individuals were identified and listed in the YFC-MM-Comms Schedule with Dave, Charity, and Sam listed as the person to contact/email them.

## 7. **REVIEW MARKETING AND COMMUNICATIONS SCHEDULE**

The Youth First Coalition functions as the Youth Services Advisory Board and fulfills the requirements of the Drug Free Communities Program. The goals of the Drug Free Communities Program are to strengthen and enhance the functioning of the Coalition and to reduce youth usage of Marijuana and Alcohol. The Coalition does this by developing culturally appropriate substance use prevention and education initiatives based on local data collected annually from Colchester Youth and Parents.

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- a. There is a good amount of content in the YFC-MM-Comms Schedule for Charity to create posts for the webpage. She stated she will be creating more including upfront posts. Charity stated she will use her credit card and request reimbursement to boost website services.
- b. Charity stated the individual CYFC website is in progress as more enhancements have been requested.

### 8. DISCUSS THIRD CAMPAIGN – RIVER EAST MARKET

- a. The status of this campaign: the recruiting information was sent to River East for publication.
- b. Further information in River East will be done later this year. CYFC has the funding. Further publication in River East may involve an "advertisement" or an insert.
- c. Other discussion occurred as to how to utilize funding for awareness involving businesses: the pros and cons, and options. The idea of a CYFC banner on the town green was decided. Dave mentioned the benefit of including adult safe handling of drugs, guns etc. in addition to marijuana and liquor.

### 9. NEXT STEPS

- 1) **Charity and Dave:** Meet with Val to clarify "candid shots with some posing."
- 2) **Charity, Dave, Sam:** Email individuals listed in YFC-MM-Comms Schedule requesting participation with filming videos.
- 3) **Charity:** Send scripts to Dave.

### 10. CITIZEN'S COMMENTS

None.

### 11. ADJOURNMENT

Meeting adjourned at 2:05 pm

### 12. NEXT MEETING

April 13, 2022, at 1pm, Zoom

The Youth First Coalition functions as the Youth Services Advisory Board and fulfills the requirements of the Drug Free Communities Program. The goals of the Drug Free Communities Program are to strengthen and enhance the functioning of the Coalition and to reduce youth usage of Marijuana and Alcohol. The Coalition does this by developing culturally appropriate substance use prevention and education initiatives based on local data collected annually from Colchester Youth and Parents.