

Colchester Youth & Social Services

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Youth First Coalition

Marketing & Media Sub Committee Meeting Minutes

August 17, 2022 | 1:00 PM – 2:00 PM | Zoom Meeting

MEMBERS PRESENT: Dave Koj, Samantha Van Zilen

MEMBERS ABSENT: Janet DePratti

OTHERS PRESENT: Charity Benedict

1. CALL TO ORDER

Dave Koji called this meeting to order at 1:07 pm.

2. ADDITIONS/DELETIONS TO AGENDA

None.

3. CITIZENS' COMMENTS

None.

4. REVIEW AND APPROVAL OF PREVIOUS MINUTES

Minutes of the July 6, 2022, meeting presented for review and approval.

Tabled until next meeting

5. DISCUSS 40 DEVELOPMENTAL ASSET VIDEOS

- a. Dave reviewed the Developmental Assets google sheet
- b. We still need to film a little less than half the videos.
- c. The team identified a few more people to send requests to via email with scripts included.

6. REVIEW MARKETING AND COMMUNICATIONS SCHEDULE

- a. Reviewed the upcoming events on the schedule
- b. The team discussed what educational materials and promotional items to use at the various events.
- c. Dave will create a video discussing liability related to social host laws using the information on the flyer Charity created. The video will be used in mid-late September to coincide with Homecoming season.
- d. The team discussed the Miranda Creative contract to create an educational piece for parents related to new concerns from legalizing recreational marijuana. It was decided that a more effective way to disseminate this information would be partnering with local martial arts, dance etc to have a display on the counter at the businesses. Also handing out info to parents at sport practices/games. Rather than trying to pass out to customers in D&D drive thru or gyms/yoga studios.

7. DISCUSS SOCIAL MEDIA CAMPAIGN

- a. The team discussed the Coalition's Instagram page and recommended that YAC take on the task of creating content for the Instagram page so that it can be more youth focused. Dave volunteered

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to work with YAC on a bi-weekly basis to help guide and mentor them. Charity will work with YAC when they start up again on 9/8/22 to identify which youth will take on this project.

- b. The team also reviewed the social media posting and content sheet in the schedule.

8. NEXT STEPS

- a. **Dave:** Create Social Host Laws informational video.
- b. **Charity:** Send the draft of the Liquor Lock Stickers and the 21 For A Reason bookmark to the team for feedback.
- c. **Sam:** Reach out to Anton Smith about having a table top flyer on the counter (Miranda Creative Marijuana educational piece)
- d. **Charity:** follow up with Miranda Creative on the marijuana education campaign
- e. **Charity:** send scripts to Dave/Sam for the developmental assets videos so they can make requests to the identified individuals.

9. CITIZEN'S COMMENTS

None.

10. ADJOURNMENT

Meeting adjourned at 2:00 pm

11. NEXT MEETING

August 31, 2022, at 1pm, Zoom

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