

Colchester Youth & Social Services

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Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

June 21, 2023 | 1:00 PM – 2:00 PM | Zoom Meeting

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

MEMBERS ABSENT: None

OTHERS PRESENT: Charity Benedict

1. CALL TO ORDER

Dave Koji called this meeting to order at 1:04 pm.

2. CITIZENS' COMMENTS

None.

3. REVIEW AND APPROVAL OF PREVIOUS MINUTES FROM 03/15/23

Minutes of the May 24, 2023, meeting presented for review and approval.

Motion by: S. Van Zilen

to approve the minutes of May 24, 2023, meeting as presented.

Second by: D. Koji

Vote: Unanimous to approve.

4. REVIEW DEVELOPMENTAL RELATIONSHIPS PROJECT

Charity still has much of the Developmental Relationship material the team developed to post. She will space it out with other posts. This will carry posting through for the near future. Sam will complete the posts for Challenge Growth.

5. YOUTH SOCIAL NORMING CAMPAIGN - INSTAGRAM MESSAGING

The Instagram posts about marijuana and alcohol that Dave created were reviewed. He will complete the suggested updates and send them to Charity.

6. REVIEW MARKETING & COMMUNICATIONS SCHEDULE

- a. Developmental Assets - Dave will post the remaining Developmental Asset videos that the team recorded. They will be posted on Facebook weekly and on YouTube, also added to the YouTube playlist. Sam will complete one video by our next meeting.
- b. Town 325th Birthday Celebration Kick Off Sept 9th– This will be on the town green. As more information about this comes out from the town, we will discuss how to be involved.

7. NEXT STEPS

- a. **Dave:** Complete the suggested Instagram updates and send them to Charity.
- b. **Dave:** Post remaining Developmental Asset videos that the team recorded.

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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- c. **Sam:** Complete the posts for the Challenge Growth category of Developmental Relationships.
- d. **Sam:** Complete one Developmental Asset Videos recording by next meeting.

On Hold:

Blair and Kylie: Talk to Dave about sponsorships.

Charity: Meet with Blair and Russ to see how to help with the podcast initiative.

8.CITIZEN'S COMMENTS

None.

9.ADJOURNMENT

Meeting adjourned at 1:31 pm.

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