

Colchester Youth & Social Services

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Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

December 21, 2022 | 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 1:03 am.

2. ADDITIONS/DELETIONS TO AGENDA

Add agenda item 4a. Discussion and Action for the CYFC Marketing and Media Sub Committee 2023 Meeting Schedule presented for approval.

Motion by: S. Van Zilen

to approve the addition of agenda item 4a. Discussion and Action for the CYFC Marketing and Media Sub Committee 2023 Meeting Schedule

Second by: J. DePratti

Vote: Unanimous to approve

3. CITIZENS' COMMENTS

None.

4. REVIEW AND APPROVAL OF PREVIOUS MINUTES FROM 11/23/22

Minutes of the December 7, 2022, meeting presented for review and approval.

Motion by: S. Van Zilen

to approve the minutes of December 7, 2022, meeting as presented.

Second by: J. DePratti

Vote: Unanimous to approve

4a. DISCUSSION AND ACTION FOR THE CYFC MARKETING AND MEDIA SUB COMMITTEE 2023 MEETING SCHEDULE.

Continue the CYFC Marketing and Media Sub Committee 2023 Meeting Schedule every other week starting on January 4, 2023, and send to Town Clerk to post for approval.

Motion by: S. Van Zilen

to approve the CYFC Marketing and Media Sub Committee 2023 Meeting Schedule every other week starting on January 4, 2023, and send to Town Clerk to post

Second by: J. DePratti

Vote: Unanimous to approve

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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5. DISCUSS 40 DEVELOPMENTAL ASSET VIDEOS

There are 15 videos left to be recorded. Sam will contact those that had volunteered at the JJI PTO meetings to record, following the holidays. All videos recorded so far have been posted.

6. REVIEW MARKETING AND COMMUNICATIONS SCHEDULE

- a. The Developmental Relationships Campaign
 - Influencer Package - materials for the influencers have been created. Will bundle in a pocket folder with a cover letter / executive summary outlining CYFCs goals and aspirations, but not a burden to read. Sam offered to write up the executive summary.
 - Charity is working on the 5 scripts. January 15, 2023 is targeted to start recording videos and posting them along with additional social media posts.
 - Charity has created a new folder on the drive and populated with documents.
 - The Influencer Network is on the Agenda for the Coalition's January 4, 2023, meeting.
- b. Accidental Bartender/Accidental Dealer Advertising Campaign
 - Charity is in the process of ordering 5 rolls of 1,500 roll of stickers.
 - The CBD Store and Fine Fettle Dispensary offered to participate in distributing marijuana storage safety information. The group discussed a modified design of our current sticker for bags, a design for the back of cash register receipts, on a register placemat, or creating a table tent card for placement at the register. It was decided to use a table tent card. Dave offered to design one.
- c. Community Conversations
 - The Internet Safety Talk has been rescheduled to January 12, 2023, as a hybrid meeting.
 - The topic for the January 31, 2023, Community Conversation has been changed from Mental Health to Marijuana Use.
- d. Resolution Run – Charity will send day-of volunteer list to CYFC team.

7. NEXT STEPS PIZZA BOX STICKER CAMPAIGN – See #6b above.

8. INFLUENCER NETWORK UPDATE – See #6a above.

9. NEXT STEPS

- a. **Sam:** Contact those who have volunteered at the JJI PTO meetings to record videos.
- b. **Sam:** Write up the executive summary for Influencer Packet for the Developmental Relationships Campaign.
- c. **Charity:** Create the 5 Developmental Relationship scripts.
- d. **Charity:** Send Resolution Run day-of volunteer list to CYFC team.
- e. **Dave:** Design table tent card about marijuana storage safety.

10. CITIZEN'S COMMENTS

None.

11. ADJOURNMENT

Meeting adjourned at 1:48 pm.

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