

Colchester Youth & Social Services

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Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

May 24, 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 1:02 pm.

2. CITIZENS' COMMENTS

None.

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

Minutes of the April 26, 2023, meeting presented for review and approval.

Motion by: S. Van Zilen

to approve the minutes of April 26, 2023, meeting as presented.

Second by: D. Koji

Vote: Two votes in favor, one abstention, approved.

4. PODCAST PLANNING

Charity reported that Blair and Kyle are very busy with Youth Group trips at work. Charity will meet with Blair and Russ to see how Charity can help with the podcast initiative.

5. 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. Charity will meet with Sam to see progress.

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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6. REVIEW MARKETING & COMMUNICATIONS SCHEDULE

- a. Developmental Assets - Dave will edit and post remaining Developmental Asset videos that the team recorded. They will be posted on Facebook weekly and on YouTube, also added to the YouTube playlist.
- b. Table Tent / Prevention Campaign – Completed and closed. Charity will contact the dispensary about the Youth Safety Pledge sign when they open.
- c. Town 325th Birthday Celebration Sept 9th Kick Off – This will be on the town green. Charity will add brainstorming activities for this event on the agenda.

7. NEXT STEPS

- a. **Charity:** Meet with Blair and Russ to see how to help with the podcast initiative.
- b. **Charity:** Meet with Sam to see progress on Developmental Relationships work.
- c. **Charity:** Complete the Provide Support posts.
- d. **Charity:** Add Brainstorm for Town 325th Birthday Celebration Sept 9th Kick Off to agenda.
- e. **Dave:** Edit and post remaining Developmental Asset videos that the team recorded.
- f. **Sam:** Complete the posts for the Challenge Growth category of Developmental Relationships.
- g. **Sam:** Complete recordings of Developmental Asset Videos.

On Hold:

Blair and Kylie: Talk to Dave about sponsorships.

8. CITIZEN'S COMMENTS

None.

9. ADJOURNMENT

Meeting adjourned at 1:40 pm.

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