

Colchester Youth & Social Services

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Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

June 8, 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

1. **CALL TO ORDER**

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

2. **ADDITIONS/DELETIONS TO AGENDA**

None.

3. **CITIZENS' COMMENTS**

None.

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

Minutes of the April 13, 2022, meeting presented for review and approval.

Motion by: S. Van Zilen

to approve the minutes of April 13, 2022 meeting, as presented.

Second by: J. DePratti

Vote: Unanimous to approve

5. **DISCUSS DEVELOPMENTAL ASSETS VIDEO CAMPAIGN**

- Dave has been posting two Developmental Asset videos per week on our Facebook page. Eleven have been posted and five are yet to be posted.
- A total of forty videos will be made, one for each Developmental Asset. This leaves twenty-four to be created. There are 10 videos unassigned which we need to identify people to film those asset videos. Follow-ups are in progress for the other 14 videos we are waiting on getting back.
- Sam offered to sync-up the Developmental Asset video information between the scripts and the tracking sheet.
- It was agreed, if the information remains the same that is distributed by the Developmental Asset Videos, these videos can be re-posted throughout the summer and into the coming school year, etc.

6. **REVIEW MARKETING AND COMMUNICATIONS SCHEDULE**

- The team reviewed the schedule and updated the status of the initiatives.
- Charity stated she'd like to get started on the remaining initiatives. She stated she would add more detail so that assignments can be handed out at the next M&M meeting.

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. Charity talked about an underage marijuana / alcohol use insert card to be distributed with the River East Newspaper, and asked for opinions. It was agreed having cards available at places in town such as the Library, places where parents frequent, and town events would be more successful.
- d. Charity talked about available marketing funds available for this year. The idea of useable items with a prevention message was discussed, such as business card magnet, bag of toys/items that appeal to parents/kids that can be included in a give-away bag for parents to pick up from events.
- e. Charity stated the "fiscal year" for CYFC grant funding is Oct 1 – Sept 29. This September we will be completing the second year.
- f. Dave asked that the team brainstorm and bring back ideas to next meeting for marketing – the sky is the limit!! To maximize use of funds, ideally we can identify items that can be ordered and used for the next couple years at community events along with printed prevention messaging.

7. DISCUSS SOCIAL MEDIA SCHEDULE / EVENTS SCHEDULE

- a. The Events Schedule was reviewed and updated. It was discussed that the town's 57 Fest is being rethought, which is basically a town celebration. This was added to our list. Also the Bacon Academy High School Pep Rally was added. This event is organized by the school and Youth Services attended last year to recruit for Youth Action Council. My Intent Bracelets were made.
- b. Having CYFC materials at the Parks and Recreation table during Concerts on the Green, this summer, was discussed. Charity will ask Tiffany.

8. YOUTH ACTION COUNCIL VIDEO

Dave stated he will be working on a video later this week with students about the equality of punishment in schools.

9. NEXT STEPS

- a. **Sam:** Sync-up the Developmental Asset video information between the scripts and the tracking sheet – *Complete*
- b. **Charity:** Add more detail to the Communications Schedule Initiatives so that assignments may be handed out at next M&M meeting.
- c. **Team:** Brainstorm and bring back ideas to next meeting for marketing to use remaining marketing funds.
- d. **Charity:** Find out if CYFC materials can be placed at the Parks and Recreation table during Concerts on the Green, this summer.

10. CITIZEN'S COMMENTS

None.

11. ADJOURNMENT

Meeting adjourned at 2:02 pm

12. NEXT MEETING

May 22, 2022, at 1pm, Zoom

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