

## Colchester Youth & Social Services

127 Norwich Avenue, Suite 205, Colchester, Connecticut 06415

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# Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

August 31, 2022 | 9:00 AM – 10:00 AM | 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 9:03 am.

## 2. **ADDITIONS/DELETIONS TO AGENDA**

None.

## 3. **CITIZENS' COMMENTS**

None.

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

Minutes of the August 17, 2022, meeting presented for review and approval.

Sam Van Zilen motion to approve, Dave Koji seconded, no discussion, unanimously approved

## 5. **DISCUSS 40 DEVELOPMENTAL ASSET VIDEOS**

- Dave reviewed the Developmental Assets google sheet
- We still need to film a little less than half the videos.
- All of the people Dave reached out to said they would make a video. Sam will reach out this week. Charity will remind youth services staff.

## 6. **REVIEW MARKETING AND COMMUNICATIONS SCHEDULE**

- Reviewed the upcoming events on the schedule
- Reviewed the branded merchandise that Charity ordered for distribution at events
- We need to update the events tab with the 10/11/22 Community Conversation
- Dave will create a video discussing liability related to social host laws using the information on the flyer Charity shared with him. The video will be used in mid-late September to coincide with Homecoming season.

## 7. **DISCUSS SOCIAL MEDIA CAMPAIGN**

- The team reviewed the social media posting and content sheet in the schedule.
- Dave shared time management strategies for creating scheduled social media content.

## 8. **YOUTH ACTION COUNCIL JOURNALS & BOOKMARKS**

- Charity shared an update on the journal and bookmark project.

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### 9. NEXT STEPS

- a. **Dave:** Create Social Host Laws informational video.
- b. **Charity:** Block time on calendar to create social media content
- c. **Sam:** Reach out to Anton Smith about having a table top flyer on the counter (Miranda Creative Marijuana educational piece)
- d. **Charity:** send Dave list of emails collected through the survey family night out raffle
- e. **Sam:** reach out to identified contacts for developmental assets videos.

### 10. CITIZEN'S COMMENTS

None.

### 11. ADJOURNMENT

Meeting adjourned at 9:28 AM pm

### 12. NEXT MEETING

September 14, 2022, at 1pm, Zoom

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