

## Colchester Youth & Social Services

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# Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

October 26, 2022 | 1:00 PM – 2:00 PM | Zoom Meeting

MEMBERS PRESENT: Dave Koj, Janet DePratti

MEMBERS ABSENT: Samantha Van Zilen

OTHERS PRESENT: Charity Benedict

## 1. **CALL TO ORDER**

Dave Koji called this meeting to order at 1:06 pm.

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

None.

## 3. **CITIZENS' COMMENTS**

None.

## 4. **REVIEW AND APPROVAL OF PREVIOUS MINUTES FROM 10/12/22**

Minutes of the October 12, 2022, meeting presented for review and approval.

**Motion by:** J. DePratti

to approve the minutes of October 12, 2022, meeting as presented.

**Second by:** D. Koji

**Vote:** Unanimous to approve

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

Dave stated video production is getting traction. There are three new ones in the upload folder. Sam sent an email that she has lined up people who will produce one each. Charity and Dave also stated they will each film another.

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

- a. The Marketing and Communications schedule was reviewed. The Alcohol Parent Education Campaign and the Coalition Branded Materials were marked complete.
- b. Charity discussed the Developmental Relationships Campaign. It is geared toward involving adults in town who influence our children (coaches, teachers, instructors). On our website there is a tab that explains the Developmental Relationships.

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She talked about a program Old Lyme instituted with high school coaches. It focused on how avoiding alcohol and drugs can significantly help athletic performance. High school students then talked to middle school students. It is a nationally recognized program.

- c. Miranda is working on permanent display pieces (flyers, posters, rack cards). Discussion involved how to engage our influences. It was decided a small step approach, creating an influencer network, not limiting the number, and partnering with them to provide a good environment for our young adults.
  1. Create a list of influencers.
  2. Visit them at their workplace. Ask them to partner, generally by passing on information to the parents (eg. emails, displaying hard copy material).
  3. Create an influencer toolkit: Information on drug and alcohol prevention, Developmental Assets, Developmental Relationships. Material no larger than front and back of a sheet.
  4. Keep track of influencer involvement.
- d. Charity offered to start a new folder in the Communications Schedule to track the Influencer Network (name, why they are an influencer, phone, email, status within network, contributions)
- e. The team agreed to create videos and have a series of social media posts for Developmental Relationships.
- f. For the Accidental Bartender/Accidental Dealer Advertising Campaign Dave offered to create stickers for pizza boxes with the slogan: Don't be Cheesy, Don't Make it Easy, Lock it up.

## 7. REVIEW MARKETING COLLATERAL FOR UPCOMING EVENTS

- a. Dave offered to create a graphic for the 5K medals. Charity asked if it could match the flyer.
- b. Charity asked that the 5K flyer be changed as there was concern that it would not show up at its best in black and white ads. She also said that yard signs and banners have a white background. Dave said he would forward new sponsor names to Charity. Note: since this meeting and prior to these minutes being typed up it was decided that yard signs and banners will be used from last year. Also decided is that last years' t-shirts will be used, so no new sponsors need to be pursued.

## 8. NEXT STEPS

- a. **Charity:** : Start a new folder in the Communications Schedule to track the Influencer Network (name, why they are an influencer, phone, email, status within network, contributions).
- b. **Dave:** Create stickers for pizza boxes, Accidental Bartender/Accidental Dealer Advertising Campaign.
- c. **Dave:** Create a graphic for the 5K medals.
- d. **Dave:** Modify 5K flyer so it will show its best in black and white ads.

## 9. CITIZEN'S COMMENTS

None.

## 10. ADJOURNMENT

Meeting adjourned at 2:03pm.

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