

Colchester Youth & Social Services

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Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

December 7, 2022 | 1:00 PM – 2:00 PM | Zoom Meeting

MEMBERS PRESENT: Dave Koj, Samantha Van Zilen, Janet DePratti

MEMBERS ABSENT: None

OTHERS PRESENT: Charity Benedict

1. CALL TO ORDER

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

2. ADDITIONS/DELETIONS TO AGENDA

None.

3. CITIZENS' COMMENTS

None.

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

Minutes of the November 23, 2022, meeting presented for review and approval.

Motion by: J. DePratti

to approve the minutes of November 23, 2022, meeting as presented.

Second by: S. Van Zilen

Vote: Unanimous to approve

5. DISCUSS 40 DEVELOPMENTAL ASSET VIDEOS

There are 14 videos left to be recorded. Sam will contact those that had volunteered at the JJI PTO meetings to record. All videos recorded so far have been loaded.

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6. REVIEW MARKETING AND COMMUNICATIONS SCHEDULE

- a. The Developmental Relationships Campaign – Charity is working on the 5 scripts. Besides pieces already created for the Influencer Toolkit, the following needs to be completed: create a container (Charity to design), develop who and how to approach the influencers when identified, details on the best way to develop/engage the network. YAC suggested some teachers as influencers who have a good relationship with students. How to build the influencer network will be on the agenda for the Coalition meeting on Dec 7th. It was suggested to have CYFC be on the Sports League agenda.
- b. Accidental Bartender/Accidental Dealer Advertising Campaign – Charity is in the process of ordering 5 rolls of 1,500 roll of stickers.
- c. Community Conversations – There were 40 RSVPs for the Internet Safety talk on Dec 8. Charity will post one last time for the Internet Safety talk. The Mental Health talk will be held on January 31, 2023, as a hybrid meeting.
- d. Resolution Run – Dave designed the flyer which is being used digitally, a new banner, and extracted the flyer 5K logo to be used on the medals. Charity shared the 5K flyer with parent groups. Sam to share the 5k flyer on JJIS Facebook page.

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 JJIS PTO meetings to record videos.
- b. **Sam:** Share the 5k flyer on JJIS Facebook page.
- c. **Charity:** Create the 5 Developmental Relationship scripts.
- d. **Charity:** Order stickers for Accidental Bartender/Accidental Dealer Advertising Campaign.
- e. **Charity:** Design container and set up a campaign folder on the drive for Developmental Relationships Campaign.

10. CITIZEN'S COMMENTS

None.

11. ADJOURNMENT

Meeting adjourned at 1:26 pm.

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