

Colchester Youth & Social Services

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Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

February 15, 2022 | 1:00 PM – 2:00 PM | Zoom Meeting

MEMBERS PRESENT: Dave Koji, Janet DePratti

MEMBERS ABSENT: Samantha Van Zilen

OTHERS PRESENT: Charity Benedict

1. CALL TO ORDER

Dave Koji called this meeting to order at 1:02 am.

2. CITIZENS' COMMENTS

None.

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

Minutes of the December 21, 2022, meeting presented for review and approval.

Motion by: J. DePratti

to approve the minutes of December 21, 2022, meeting as presented.

Second by: D. Koji

Vote: Unanimous to approve

4. DISCUSS 40 DEVELOPMENTAL ASSET VIDEOS

All videos recorded so far have been posted. There are about 15 videos left to be recorded. It was decided to split the remaining videos amongst the Marketing and Media sub-committee and finish recording the remaining 15. Charity to assign the videos and email out the scripts.

5. REVIEW MARKETING AND COMMUNICATIONS SCHEDULE

a. The Developmental Relationships Campaign - Charity displayed a single page, easy to understand Search Institute document on the 5 Aspects of Developmental Relationships. Using this document, the goal is to drill down into each of the 5 aspects and communicate to adults how they can incorporate these aspects and be a positive influence with the youth in their life. Charity will investigate practical ways to apply these 5 aspects.

b. Influencer Network - At February's Coalition Meeting the group decided to have the influencer Network on the agenda item rather than meeting to discuss it in a subcommittee.

6. NEXT STEPS PIZZA BOX STICKER CAMPAIGN

Charity has ordered the stickers for pizza boxes.

7. MARAJIUNA TABLE TENT

Charity is Investigating ordering options for the completed table tent design.

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8. MENTAL HEALTH VIDEO PROJECT

Dave discussed a vision for the mental health video project with an approach of creating a big impact by producing ongoing small amounts of information so it can be incorporated into the everyday lives of parents and youth.

9. NEXT STEPS

- a. **Charity:** Investigate ordering options for table tents.
- b. **Charity:** Assign remaining Developmental Asset Videos and send out scripts.
- c. **Charity:** Investigate practical ways to apply the Search Institute's 5 Aspects of Developmental Relationships.
- d. **Dave:** Send an email on subject matter concept for mental health videos.
- e. **Dave:** Send an email with an overview and vision for leveraging daily communications between parents and youth.

10. CITIZEN'S COMMENTS

None.

11. ADJOURNMENT

Meeting adjourned at 2:04 pm.

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