

Colchester Youth & Social Services

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Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

March 15, 2023 | 1:00 PM – 2:00 PM | Zoom Meeting

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

MEMBERS ABSENT: None

OTHERS PRESENT: Charity Benedict, Russell Melmed, Blair Windsor

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 February 15, 2023, meeting presented for review and approval.

Motion by: J. DePratti

to approve the minutes of February 15, 2023, meeting as presented.

Second by: D. Koji

Vote: Unanimous to approve

3a. PODCAST PLANNING

Charity noted poor attendance is the principal reason the Coalition decided to move away from Community conversations as a vehicle for community education to podcasts. These can be offered through social media using short clips and can be viewed at one's convenience.

Blair agreed to lead the podcast planning and production. It was noted that direction must come from Youth & Social Services.

Dave noted the best podcasts are fun, interesting, and engaging. They may even be controversial to capture the viewer. They need to be based on real life situations. Inviting guests from town and including students in the videos would make the podcasts the most engaging.

Blair and Russ will join the Marketing & Media Subcommittee. Charity will have Podcast Planning as a standing agenda item. Blair and Russ will meet to plan direction and podcast production.

4. DISCUSS 40 DEVELOPMENTAL ASSET VIDEOS

Seven additional videos have been recorded. Dave will be posting the new ones, one a week. Next Steps below includes the remaining videos to be recorded.

5. REVIEW MARKETING AND COMMUNICATIONS SCHEDULE

- a. The Developmental Relationships Campaign – This campaign is directed to parents. Charity sent out Developmental Relationship assignments to Dave, Sam, and Jan, with document links that can

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be explored. The direction is to research information that be sent in 3-4 small posts, by our next meeting.

- b. Dave updated the statuses in the schedule. The team reviewed the upcoming events which were also updated.

6. NEXT STEPS PIZZA BOX STICKER CAMPAIGN

Charity received confirmation from Family Pizza to participate to be involved with the sticker campaign. She is waiting to hear from Plum Tomato and will go in person to Colchester Pizza to confirm if they want to be involved. March 20-26 is National Drug and Alcohol Facts week. Youth & Social Services will post drug and Alcohol facts and have 3 drawings per day giving away a free pizza for each.

7. MARAJIUNA TABLE TENT

No new information.

8. MENTAL HEALTH VIDEO PROJECT

No new information.

9. NEXT STEPS

- a. **Blair and Russ:** Meet to plan direction and podcast production.
- b. **Charity:** Have Podcast Planning as a standing agenda item.
- c. **Charity:** Complete recordings of assigned Developmental Asset Videos.
- d. **Sam:** Complete recordings of assigned Developmental Asset Videos.
- e. **Dave, Sam, and Jan:** Complete Developmental Relationship assignment by our next meeting on 3/29/23.

10. CITIZEN'S COMMENTS

None.

11. ADJOURNMENT

Meeting adjourned at 1:53 pm.

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