

Colchester Youth & Social Services

127 Norwich Avenue, Suite 205, Colchester, Connecticut 06415

P: 860-537-7255 F: 860-537-1731 E: youthservices@colchesterct.gov



Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

April 26, 2023 | 1:00 PM – 2:00 PM | Zoom Meeting

MEMBERS PRESENT: Dave Koji, Samantha Van Zilen

MEMBERS ABSENT: Janet DePratti

OTHERS PRESENT: Charity Benedict

1. CALL TO ORDER

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

2. CITIZENS' COMMENTS

None.

3. REVIEW AND APPROVAL OF PREVIOUS MINUTES FROM 03/15/23

Minutes of the March 29, 2023, meeting presented for review and approval.

Motion by: S. Van Zilen

to approve the minutes of March 29, 2023, meeting as presented.

Second by: D. Koji

Vote: Unanimous to approve

4. PODCAST PLANNING

- Blair reported she and and Kylie are meeting with Sweet Aroma to discuss a sponsorship relationship.
- Dave suggested that we request that in exchange for free advertising they keep a permanent display of a flyer advertising the podcast on the counter in an acrylic sign holder with a QR code to the podcast. We should also ask them to agree to share our social media posts on their own socials.
- Dave offered to talk with Blair and Kylie to plan for this meeting as he has experience with sponsorship relationships.

5. REVIEW DEVELOPMENTAL RELATIONSHIPS PROJECT

Charity has begun posting the materials on social media. Three of the five categories are complete.

Charity needs to complete the posts for Provide Support and Sam will complete the posts for

Challenge Growth. Charity will meet with Sam to show her how to use Canva to complete her posts.

6. TABLE TENT / PREVENTION CAMPAIGN DISCUSSION

The team discussed options for the Family Agreement/Pledge.

- It was suggested that we re-create the SAMHSA Family Agreement using Google Forms and the QR Code on the Tabletop Pledge sign will go to the google form where parent and youth can sign the form.

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- Dave will look into options for Google Forms to auto send a copy of the Agreement to the parent.
- We should also determine if we can attach the actual Agreement as a downloadable form to the google Pledge.
- More thought is needed related to the best way to do this so that it works with all methods of promotion: Digital Backpack, River East, TableTop Signs, Email Distribution List, Website and Social Media.

7. WJJMS WELLNESS FAIR-RESOURCE BOOKMARK

The team discussed options for the Resource Bookmark. The YAC Resource Journals and Bookmarks will be distributed at the WJJMS Wellness Fair on June 1st. Last time we used the bookmark in the journals, they were falling out of the journals. Charity showed the team a mock-up of a bookmark with a slit for securing it over the page. Pros and Cons were discussed. It was suggested that we look into a double-sided bookmark with a tassel or using a paperclip to secure the bookmark to the journal.

8. NEXT STEPS

- Blair and Kylie:** Talk to Dave about sponsorships
- Charity:** Email Dave the folder link for the Developmental Assets on the shared drive.
- Dave:** Edit and post remaining Developmental Asset videos that the team recorded.
- Charity:** Meet with Sam to go over how to use Canva
- Sam:** Complete recordings of assigned Developmental Asset Videos.
- Sam:** Complete the posts for the Challenge Growth category of developmental relationships
- Charity:** Complete Provide Support posts.
- Dave:** Determine if Google Forms can auto send back a confirmation with the Family Agreement included after parent submits the form.
- Charity:** Look into cost of bookmarks with tassles vs using paperclips.

9. CITIZEN'S COMMENTS

None.

10. ADJOURNMENT

Meeting adjourned at 1:38pm.

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