

Colchester Youth & Social Services

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Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

October 12, 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 pm.

2. ADDITIONS/DELETIONS TO AGENDA

Charity requested to add New Banners & Signs for the 2023 Resolution Run. It was added as topic 5a to the agenda.

3. CITIZENS' COMMENTS

None.

4. DISCUSS 40 DEVELOPMENTAL ASSET VIDEOS

- a. Of the 40 videos, 23 are complete and 16 to be done. There is one completed video by Chris Rivers and Charity uploaded one youth services staff video.
- b. Sam suggested we ask those who created one if they would like to create another.
- c. Dave suggested we create a social media post to encourage and ask community members to produce a video. Or he offered that he could do one longer video, talking about the 16 remaining.
- d. Sam asked if all videos are posted on YouTube. Also stated that having a reference to all of them: YouTube playlist and a Facebook description would really be helpful. Sam offered to cross-reference YouTube/Facebook/Developmental Assets Education Campaign tab in our Communications Schedule.
- e. The team decided they would like to approach video completion in the following order:
 - i. Charity to send out an urgent email to those individuals with outstanding videos.
 - ii. Dave to create a social media post asking for help.
 - iii. Go back and ask those who created videos if they would like to create another.
 - iv. Dave create one video that includes all remaining assets.

5. REVIEW MARKETING AND COMMUNICATIONS SCHEDULE

Charity stated the YAC youth have created 3 Tic Tok videos. She would like 5 or more to be completed before posting them. Currently the group is also working on the schedule, researching Tic Tok trends and planning more videos. They have also created three Instagram posts.

5A. NEW SIGNS AND BANNER FOR THE 2023 RESOLUTION RUN

- a. Charity stated there are a 125 T-Shirts left from last year's run. They do not have the year printed on them, but have the sponsors. Dave stated that if there are new sponsors this year, they need to be

The Youth First Coalition functions as the Youth Services Advisory Board and fulfills the requirements of the Drug Free Communities Program. The goals of the Drug Free Communities Program are to strengthen and enhance the functioning of the Coalition and to reduce youth usage of Marijuana and Alcohol. The Coalition does this by developing culturally appropriate substance use prevention and education initiatives based on local data collected annually from Colchester Youth and Parents.

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notified that they are not on the t-shirt and provide another way to honor their donation and promote them. Charity stated they are not expecting new sponsors this year, but would confirm it.

- b. Dave offered to redesign a banner, yard signs, and flyers. It was determined two banners are needed, one for the Youth Services building and one for the park.

6. DISCUSS SOCIAL MEDIA CAMPAIGN

- a. The 2023 Resolution Run was discussed above.
- b. Hopefully, the YAC Tik Toc productions will continue. Dave offered his help to come in, encourage, the youth, and create some additional energy if needed.

7. UPDATE ON SOCIAL HOST VIDEO.

Dave completed the social host video and will add it to YouTube and Facebook. Charity will add it to our website.

8. DESIGN POSTCARD FOR TRICK OR TRUNK

The postcard for the Trick or Trunk handout has been created. Charity stated she would like the QR code to point to the YouTube playlist. Dave stated he would complete the YouTube playlist. Charity said she would send postcard changes to Dave.

9. NEXT STEPS

- a. **Charity:** Send out an email those offering to do videos with a sense of urgency for completion within a week.
- b. **Charity:** Confirm no new sponsors for 2023 Resolution Run.
- c. **Charity:** Add social host video to our webpage.
- d. **Charity:** Send Trick or Trunk postcard changes to Dave.
- e. **Sam:** Cross-reference YouTube/Facebook/Developmental Assets Education Campaign tab in our Communications Schedule.
- f. **Dave:** Redesign a banner, yard signs, and flyers for the 2023 Resolution Run.
- g. **Dave:** Add social host video to YouTube and Facebook.
- h. **Dave:** Create YouTube Playlist for the Developmental Asset videos.

10. CITIZEN'S COMMENTS

None.

11. ADJOURNMENT

Meeting adjourned at 1:57pm.