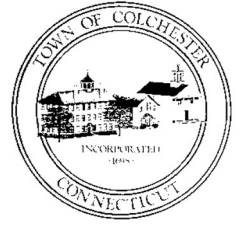




Colchester Youth & Social Services

127 Norwich Avenue, Suite 205, Colchester, Connecticut 06415

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



The Youth First Coalition is charged with the mission of promoting the social, emotional, and physical health and well-being of Colchester Youth. The coalition does this by 1) Advising and making recommendation on overall policy and program direction for the Youth Services Bureau, and 2) Developing culturally competent substance abuse prevention initiatives and increasing public awareness of the prevention of substance abuse.

Youth FIRST Coalition Marketing Sub Committee

December 22, 2021 – 12:00 pm – 1:00 pm Zoom Meeting

MINUTES

SUBCOMMITTEE MEMBERS PRESENT: Chair Dave Koji, Sam Van Zilen, Janet DePratti

SUBCOMMITTEE MEMBERS ABSENT: None.

OTHERS PRESENT: Charity Benedict

1. CALL TO ORDER

Chair Dave Koji called this meeting to order at 12:04 pm.

2. ADDITIONS/DELETIONS TO AGENDA

Jan stated she had sent out a document for the action item to create a draft checklist of guidelines as part of the discussion at the CYFC January meeting regarding the role of MM group with all CYFC communications.

Motion by: J. DePratti

To add agenda item to discuss the draft checklist

Second by: D. Koji

Vote: Unanimous to approve.

3. CITIZENS' COMMENTS

None.

4. REVIEW AND APPROVAL OF PREVIOUS MINUTES

Minutes of the December 15, 2021 meeting, were presented for review and approval.

Motion by: D. Koji

to approve the minutes of December 15, 2021, as presented.

Second by: Van Zilen

Vote: Unanimous to approve.

5. DISCUSS MEETING MINUTES APPROVAL PROCESS

Motion by: J. Depratti

For the minutes approval process by the CYFC-MM Subcommittee to be the following: a draft of the minutes to be distributed to meeting attendees within four days of the meeting, end of day (EOD); update replies to be sent within the five days of the meeting, by EOD; updates to be completed and sent to Charity within the six days of the meeting, by noon; posting on the town website by the seventh day of the meeting.

Second by: D. Koji

Vote: Unanimous to approve.

6. DISCUSS CURRENT RECRUITMENT COMMUNICATIONS PIECES

- a. Dave reviewed a document he compiled with his initial comments that contained the current communication pieces along with images of flyers produced by East Haddam. Discussion comments by Sam, Jan, Charity and Dave were noted and added to the document.
- b. After giving background information Charity stated to use Colchester Youth Services Coalition (acronym CYFC) instead of Youth Services Advisory Board or Youth Services Prevention Council which were prior related organizations.
- c. Not all documents reviewed in (a.) above will be recreated. It was agreed to develop a list of content recruitment pieces for different media, examples: physical distribution (flyer, brochure, newspaper text), Email, Facebook post, Instagram post, etc.
- d. It was agreed to brainstorm and bring back ideas for a new tag line(s).

Action Items:

1. **Charity:** Add CYFC agenda item for January meeting to discuss role of MM group with all CYFC communications
2. **Dave / Jan:** Collaborate to improve Draft Guideline Checklist
3. **Charity:** Confirm exact year the Youth First Coalition was formed
4. **Dave:** Create a list of recruitment content pieces – completed.
5. *Drafts of Recruitment Pieces:*
 - a. **Dave:** 1 Recruitment flyer
 - b. **Jan:** 1 Goals and Objectives flyer for onboarding of new members (current version: DFC Recruiting One Paper (target: 1/5/22))
 - c. **Dave:** 1 Website missions and member responsibilities text (current version: Youth First Coalition Mission & Member Responsibilities)
 - d. **Dave:** 1 River East (newspaper) blurb (current version: new members needed)
 - e. **Dave:** 1 recruitment Brochure (current version: East Haddam brochure)
 - f. **Dave:** 1 goals handout document. Basic communication piece that briefly outlines the goals of the program. (Current version: Charity's creation)

6. A. DISCUSS DRAFT CHECKLIST OF GUIDELINES FOR ALL CYFC COMMUNICATIONS.

- a. The checklist was presented and reviewed.
- b. Dave stated he and Jan would collaborate for further work on it.

7. NEXT STEPS

- a. **Team:** Come up with Tag line (each person brainstorm)

- b. **Team:** Overall, ensure our content pieces, when applicable, speak to how your feel, improvement of life, when not using marijuana and alcohol. Strengthen the youth connection with parents, community, and schools. How can we lift up and support our youth to increase their chances of success?

8. CITIZEN'S COMMENTS

None.

9. ADJOURNMENT

Chair Koji adjourned this meeting at 1:03 pm.

9. NEXT MEETING

December 29, 12 pm, Zoom