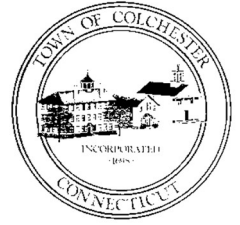




# Colchester Youth & Social Services

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**Colchester Youth  
First Coalition**

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

January 4, 2022 – 11:00 am – 12:00 pm Zoom Meeting

### MINUTES

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

**SUBCOMMITTEE MEMBERS ABSENT:** None.

**OTHERS PRESENT:** Charity Benedict, Sara (Bacon Academy Student), Christy (Bacon Academy Student)

#### **1. CALL TO ORDER**

Chair Dave Koji called this meeting to order at 11:04 am.

#### **2. ADDITIONS/DELETIONS TO AGENDA**

**Motion by:** C. Benedict

To add agenda item to discuss the proposed marketing plan with Fud Delivery.

**Second by:** J. DePratti

**Vote:** Unanimous to approve.

#### **3. CITIZENS' COMMENTS**

None.

#### **4. REVIEW AND APPROVAL OF PREVIOUS MINUTES**

Minutes of the December 22, 2021, meeting were presented for review and approval.

**Motion by:** D. Koji

to approve the minutes of December 22, 2021, as presented.

**Second by:** Van Zilen

**Vote:** Unanimous to approve.

#### **5. DISCUSS NEEDED RECRUITMENT CONTENT**

- a. It was agreed to use the marijuana brochure format to develop an added brochure for recruitment incorporating the River East text and the information from the goals and objectives flyer. The need for a matching brochure for alcohol information was also mentioned.

## 6. DISCUSS NEWLY DEVELOPED AND IN\_PROGRESS RECRUITMENT CONTENT

- a. Dave reviewed the status of the recruitment content work listed in the CYFC\_MM Content Tracker.xlsx. A target date / point of reference of January 15 to complete recruitment content was stated.
- b. It was decided though, to do a deep dive about subject matter, design, posting, etc. for recruitment web content at an upcoming meeting.
- c. Dave said that by law all documents / content we are creating must be accessible to the public.
- d. Regarding the template Miranda Creative is to send us, Dave asked if all content we have created could be sent to Miranda Creative, so we are not developing in silos. He also said that our designs, messaging, and approach need to be consistent and repeatable not only with Miranda Creative but with all associated entities including CYFC subcommittees, School Mental Health, Valorie, Charity, etc. Discussion also included presenting our approach to CYFC at the Feb meeting.

## 7. DISCUSS MEETING SCHEDULE FOR 2022

- a. Following the Jan 19<sup>th</sup> meeting the CYFC-MM Team agreed to have meetings every two weeks throughout 2022.
- b. Charity to set up Zoom meetings and send out link.

## 7. A. DISCUSS PROPOSED MARKETING PLAN WITH FUD DELIVERY

- a. Dave stated the proposed marketing plan is to push the All Hands Initiative, building awareness and engagement of the CYFC with the public.
- b. Sam talked about the direction to help make the plan successful by creating an All Hands group email address, and a welcome letter response.
- c. Jan talked about creating responsibilities text for those signing up.
- d. Next steps include creating an All Hands group email address, welcome letter, and responsibilities text.

## 8. NEXT STEPS

1. **Charity:** Confirm exact year the Youth First Coalition was formed - *waiting on*
2. **Dave / Jan:** Collaborate to improve Draft Guideline Checklist
3. Content Delivery Schedule (First is to Create / Second is to Communicate)
4. **Sam:** Create a Content Delivery Schedule - *waiting on*
5. **Team:** Lock down a Tag Line / discuss at Jan 14 meeting - *completed*
6. **Jan:** Email to team current list of brainstormed tag lines – *completed*
7. **Charity:** Review Youth Services website, what can and cannot change, overall direction - add to next agenda to review the website
8. **Jan:** Update Goals & Objectives with Charity's feedback and confirmed Tag Line. Send to Charity then cc Team for approval by Val. – *waiting on*
9. **Jan:** Develop a brochure for recruitment
10. **Dave:** Send newly developed marijuana brochure in Canva format to Jan – *completed*
11. **Dave:** Send out to the team finalized River East communication - *completed*
12. **Dave:** Ask Greg Barden how to send communication to River East (in what format /

what email to send to). - *completed*

13. **Charity:** Present CYFC-MM Teams marketing / design approach at Feb CYFC Meeting. - *completed*

14. **Dave:** Create a responsibilities sheet for All Hands Initiative. - *completed*

15. **Charity:** Setup / Send out Zoom meetings for 2022 – *completed*.

16. **Charity:** Have All Hands Initiative group email created – *completed*:

[AllHandsEmailCommunity@Gmail.com](mailto:AllHandsEmailCommunity@Gmail.com)

17. **Charity:** Create All Hands Initiative welcome email – *completed*

9. **CITIZEN'S COMMENTS** None.

#### **10. ADJOURNMENT**

Chair Koji adjourned this meeting at 12:01 pm.

#### **11. NEXT MEETING**

January 14, 11 am, Zoom