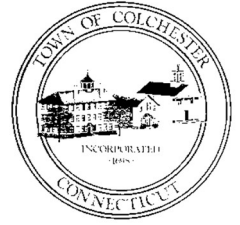




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YOUTH FIRST COALITION MARKETING SUB COMMITTEE FEBRUARY 2, 2022 – 1-2 PM ZOOM MEETING

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 1:03 pm.

2. ADDITIONS/DELETIONS TO THE AGENDA

Motion by: S. Van Zilen

To add agenda item 6b. Discuss collateral Miranda Creative is providing.

Second by: J. DePratti

Vote: Unanimous to approve.

3. CITIZENS' COMMENTS

None

4. REVIEW AND APPROVAL OF PREVIOUS MINUTES

Minutes of the January 14, 2022, meeting were presented for review and approval.

Motion by: S. Van Zilen

to approve the minutes of January 14, 2022, as presented.

Second by: J. DePratti

Discussion: Re: **NEXT STEPS** - Follow-up with Mel on her action item: Contact Kim Talaczyk at Colchester Cares and send over applicable information to promote the All Hands Initiative. All items assigned to Charity are complete.

Vote: Unanimous to approve

5. DISCUSS MARKETING / COMMUNICATIONS SCHEDULE

a. FINALIZE CONTENT SCHEDULE

Time was spent reviewing and modifying the spreadsheet schedule for clarity, readability, and inclusion of all programs, events, campaigns by CYFC, Youth Services and the town/community events where the CYFC Marketing/Media collateral will be used. Events and schedule of rolling out pieces will be differentiated. Events, Communication Schedule, and Social Media tabs will be created to help organize. Sam suggested color-coding to help with

clarity which will be adopted. Charity will update the schedule as needed with the programs, events, campaigns, and detailed dates. It was agreed the schedule will be evolving as we modify it to fit our needs.

Other items discussed: Flyers for Mental Health Week are posted in the schools; Val has approved all collateral developed by CYFC-MM except the marijuana brochure to be redeveloped into a card; CYFC-MM to send out our collateral to the All-Hands group for feedback; CYFC-MM to utilize the Easter Egg Hunt as an event for “spreading the word.” Dave stated the hands-on work would be done by the Food Delivery Team.

6. DISCUSS SECOND CAMPAIGN-DEVELOPMENTAL ASSETS

a. ESTABLISH PLAN TO SOCIALIZE THE ASSETS DEVELOPED FOR THIS CAMPAIGN

Charity explained there are seven categories of Developmental Asset with external and internal subcategories and there are five elements of Developmental Relationships. Discussion included making a series of short videos that are engaging. Possibly use the All-Hands community and business community to make videos. Dave stated that scripts can be easily provided. Developing flyers was discussed that could be accessed and downloaded by links on our Facebook and website.

b. DISCUSS COLLATERAL MIRANDA CREATIVE IS PROVIDING

Charity stated Miranda Creative has developed templates flyers, presentations, brochures, etc. which they will present to us via a Zoom meeting this week. She stated they suggested that the CYFC should have a separate set of social media accounts. Discussion included how and how much to separate CYFC from Youth Services while keeping clarity, yet connection. Also, how to include all functions of the CYFC not just alcohol and marijuana prevention. Charity stated this will also be discussed at the February CYFC meeting.

7. NEXT STEPS

1. **Charity:** Update Marketing/Communication Schedule with detailed dates.
2. **Charity:** Update Marketing/Communication Schedule with Developmental Assets and Relationships.
3. **Charity:** Include CYFC-MM team on minutes distribution from the other subcommittees.
4. **Dave:** Add CYFC-MM team members on All-Hands email distribution List.
5. **Dave:** Send out approved marketing materials to All-Hands email distribution list for feedback.

8. CITIZENS' COMMENTS

None.

9. ADJOURNMENT

Meeting was adjourned at 2:13 PM

10. NEXT MEETING

February 16, 2022 - 1pm, Zoom

Respectfully submitted,
Janet DePratti