



**Minutes
Committee for Youth, Families and Community
Marketing Sub-Committee
October 28, 2010**

Minutes of the Town Hall Ad-Hoc Committee for Youth, Families and Community held July 7, 2010 at the Tempe Public Library Connections Board Room, 3500 S. Rural Road, Tempe, Arizona.

MEMBERS Present:

Randy Lazar, Tempe Union High School District
Maria Holmes, Association for Supportive Childcare
Kelley Lind, Cardon Children's Medical Center
Roni Alexander, City of Tempe Social Services
Sean Donovan, Tempe Chamber of Commerce
Bobbie Cassano, Tempe Community Council

MEMBERS Absent:

Celeste Plumlee, Tempe Resident
Lauren Johnson, Community Bridges
Amanda Hamm, Kyrene School District
Nancy Rodriguez, Tempe Municipal Court
Sheran Mattson, Mattson Resource Development

Guests Present:

Norma Gopher, Association for Supportive Childcare

Meeting convened at 3:30 p.m.

Agenda Item 1- Call Meeting to Order and Introductions

Bobbie Cassano called the meeting to order and welcomed attending members. Maria introduced her guest, Norma Gopher.

Agenda Item 2- Minutes from January 17, 2010 Meeting

The minutes from August 10, 2010 were reviewed.

MOTION: **Maria Holmes** motioned to approve the minutes.

SECOND: **Bobbie Cassano** seconded the motion.

COMMITTEE CONSENSUS: Minutes were approved.

Agenda Item 3- Review ideas for Marketing suggested at Oct. 12 CYFC Committee

The committee discussed the website and determined we would all review the site and talk further at our next meeting.

Agenda Item 4 – Develop Preliminary Marketing Plan for remainder of the year

The discussion centered on various ways we might continue the marketing and community outreach started at the Tempe Town Hall on October 4, 2010. May consider some of the following options:

- Link the Town Hall video and adult perception survey to a Chamber marketing piece
- Look at developing portions of the Town Hall for various audiences such as:
 - Freshman orientation for high school
 - Movie theater PSA's
 - Community centers
 - Doctors offices
 - Youth Groups

The committee determined it would develop the following areas throughout the remaining year:

- 1) Website review
- 2) Coalition “elevator speech”
- 3) Town Hall video clips and dispersal

Agenda Item 5- Future Committee Meeting Dates

The Marketing Committee decided to continue using the hour prior to our full Committee for Youth, Families and Community as our regular meeting time.

Agenda Item 6- Future Agenda Items

Work on the Coalition “elevator speech”

Discuss Website

Town Hall video clips

The committee’s next meeting will be on **November 9, 2010 at 3:00 p.m.**

Meeting adjourned at 4:30 p.m.

Prepared by: Bobbie Cassano

Bobbie Cassano, Coalition Coordinator