



Minutes
Committee for Youth, Families and Community
Marketing Sub-Committee
January 25, 2011

Minutes of the Marketing Sub-Committee for Youth, Families and Community held January 25, 2011 at the Tempe Public Library Board Room, 3500 S. Rural Road, Tempe, Arizona.

MEMBERS Present:

Randy Lazar, Tempe Union High School District
Sean Donavan, Tempe Chamber of Commerce
Lauren Johnson, Community Bridges
Nancy Rodriguez, Tempe Municipal Court
Sheran Mattson, Mattson Resource Development
Bobbie Cassano, Tempe Community Council

MEMBERS Absent:

Maria Holmes, Association for Supportive Childcare
Kelley Lind, Cardon Children's Medical Center
Roni Alexander, City of Tempe Social Services
Celeste Plumlee, Tempe Resident
Amanda Hamm, Kyrene School District

Guests Present:

Kelsey Wolf, Intern, Tempe Community Council

Meeting convened at 3:05 p.m.

Agenda Item 1- Call Meeting to Order and Introductions

Bobbie Cassano called the meeting to order and introduced the Intern at Tempe Community Council, Kelsey Wolf.

Agenda Item 2- Minutes from December 14, 2010 Meeting

The minutes from December 14, 2010 were reviewed.

MOTION: **Nancy Rodriguez** motioned to approve the minutes.

SECOND: **Randy Lazar** seconded the motion.

COMMITTEE CONSENSUS: Minutes were approved.

Agenda Item 3- View Town Hall DVD

The committee discussed the Tempe Town Hall DVD and ways in which they may use portions of it for future marketing opportunities. They decided it would be most cost effective and productive to see if EVIT would have interest in editing these pieces into several pieces, such as one or two 30-second pieces and one or two 60-second pieces. Prior to watching the DVD, the following ideas for their use in Tempe were suggested for consideration:

- Harkins and/or Pollack theaters in Tempe
- Food court area at Arizona Mills
- Marketplace in “the District” area
- Youth organizations such as YMCA and/or Boys and Girls Clubs
- Physicians offices
- Pediatricians offices-- offer the winning youth video from last year

The remainder of the meeting was spent viewing the Town Hall DVD and identifying areas for possible editing.

Agenda Item 4 –Announcements

There were no announcements at this time

Agenda Item 5- Future Agenda Items

Kelsey Wolf presented some ideas for the marketing committee to consider in the future, including:

- Website organization
- Twitter development
- Logo development
- YouTube expansion

The committee’s next meeting will be on **February 8, 2011 at 3:00 p.m.**

Meeting adjourned at 5:00 p.m.

Prepared by: Bobbie Cassano

Bobbie Cassano, Coalition Coordinator