



Minutes
Committee for Youth, Families and Community
Marketing Sub-Committee
March 8, 2011

Minutes of the Marketing Sub-Committee for Youth, Families and Community held March 8, 2011 at the Tempe Public Library Connections Program Room, 3500 S. Rural Road, Tempe, Arizona.

MEMBERS Present:

Randy Lazar, Tempe Union High School District
Maria Holmes, Association for Supportive Childcare
Roni Alexander, City of Tempe Social Services
Sean Donovan, Tempe Chamber of Commerce
Lauren Johnson, Community Bridges
Amanda Hamm, Kyrene School District
Sheran Mattson, Mattson Resource Development
Kelsey Wolf, Tempe Community Council, Intern
Bobbie Cassano, Tempe Coalition

MEMBERS Absent:

Celeste Plumlee, Tempe Resident
Nancy Rodriguez, Tempe Municipal Court
Kelley Lind, Cardon Children's Medical Center

Meeting convened at 3:00 p.m.

Agenda Item 1- Call Meeting to Order

Bobbie Cassano called the meeting to order.

Agenda Item 2- Minutes from January 25, 2011 Meeting

The minutes from January 25, 2011 were reviewed.

MOTION: **Sean Donovan** motioned to approve the minutes.

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

COMMITTEE CONSENSUS: Minutes were approved.

Agenda Item 3- Status of Town Hall PSA development

Kelsey Wolf reported that Joby Thompson's video production class at EVIT has the Town Hall video and edit sheets for his students to work on the development of several possible PSA pieces for the Coalition. We are hoping to have them to us in April for the committee to review and determine how to proceed with distribution, assuming they are appropriate.

Sean Donovan reported he had a conversation with someone from Vestar, the developer/manager of Marketplace. It seems quite positive we may be able to go through their approval process in order to show these videos on their screens.

Agenda Item 4 – Coalition Member Bio's / photo Chair only

Kelsey Wolf shared with the committee we have about ½ the Coalition members' bios as has been requested. Discussion followed on exactly how these bios would be used. It was decided we have 2 purposes for their use—one internal and one external. The external use would be a very version using primarily the Coalition member name, business and position if appropriate, and/or their connection to the Coalition. The more expanded version is for us to use internally to become more familiar with each Coalition member including their experience and interests which may serve the Coalition moving forward. We will make this request at the following CYFC meeting. We will request this be completed by next month. We also decided to use only the picture of the Chair for the website.

Agenda Item 5- Coalition Name and Logo

Roni Alexander and Kelsey Wolf brought forth the results of a meeting they had to help us look at better marketing the Coalition using a shorter version of our name and incorporating it with a more positive and recognizable logo. They presented their suggest for the logo design which they suggest be reviewed and altered to make more pleasing from the design perspective. The also suggested shortening the Coalition name to "Tempe Coalition" with the tag line reading "to reduce underage drinking and drug use". The Committee discussed the suggestions and agreed to present this version to the upcoming CYFC meeting of the whole. The committee felt very positive toward these changes and feel it will help us market more effectively going forward.

Agenda Item 6- Website Resource Organization-Delete "What's New"

Kelsey Wolf suggested to the committee we delete the "What's New" section of our website because it is redundant with "In the News". The committee agreed with this suggestion. A discussion of how to better use our Facebook and encourage the Coalition members to "like" and "share" with their contacts also took place and will be discussed in the larger CYFC meeting.

Agenda Item 7- Announcements

There were no announcements

Agenda Item 8- Future Agenda Items

PSA updates and review

The committee's next meeting will be on **April 12, 2011 at 3:00 p.m.**

Meeting adjourned at 4:50 p.m.

Prepared by: Bobbie Cassano

Bobbie Cassano, Coalition Coordinator