



Minutes
Committee for Youth, Families and Community
Marketing Sub-Committee
May 10, 2011

Minutes of the Marketing Sub-Committee for Youth, Families and Community held May 10, 2011 at the Tempe Public Library Connections Program Room, 3500 S. Rural Road, Tempe, Arizona.

MEMBERS Present:

Randy Lazar, Tempe Union High School District
Roni Alexander, City of Tempe Social Services
Lauren Johnson, Community Bridges
Kim Bauman, City of Tempe
Bobbie Cassano, Tempe Coalition

MEMBERS Absent:

Celeste Plumlee, Tempe Resident
Amanda Hamm, Kyrene School District
Nancy Rodriguez, Tempe Municipal Court
Sheran Mattson, Mattson Resource Development
Maria Holmes, Association for Supportive Childcare
Kelley Lind, Cardon Children's Medical Center
Sean Donovan, Tempe Chamber of Commerce

Meeting convened at 3:10 p.m.

Agenda Item 1- Call Meeting to Order

Bobbie Cassano called the meeting to order and welcomed attending members.

Agenda Item 2- Minutes from April 12, 2011 Meeting

The minutes from April 12, 2011 were unable to be approved at this time, due to the lack of a quorum.

Agenda Item 3- Review final edits of the top 3 PSA's

The committee viewed the final versions of the top 3 PSA's put together from the Town Hall by students from a video production class at EVIT. Though the committee identified their favorite,

they will show all three to the Committee for Youth, Families and Community for input and final discussion.

Agenda Item 4 –Review logo suggestions

Bobbie Cassano shared the three final logo suggestions put together by the city graphic designer based upon the initial draft given to her from the Marketing subcommittee. The committee reviewed them and all agreed on one as their favorite, but with some suggestions to be referred back to the designer to work with.

Agenda Item 5- Discussion alcohol fact sheet for doctor offices

The Marketing Committee viewed an initial draft of a possible fact sheet to be shared in pediatric offices in Tempe. We discussed how it might look and will see if they can be finalized a bit further into the new fiscal grant year as part of the underage drinking public information campaign.

Agenda Item 6- Bios for Coalition members

We received less than half of the Coalition members' bios. We will discuss their use at the full Committee for Youth, Families and Communities meeting.

New Business-One-time money for next year from Magellan Behavioral Health

Kim Bauman reported to the Marketing subcommittee that we were just approved from Magellan Behavioral Health Services for a one-time additional amount of funding for fiscal year 2011-2012. The majority of this money will go toward a community education piece and a public information piece. The public information will include an informational marketing campaign in Tempe around the topic of underage drinking.

Though the committee does not normally meet in the months of June and July, they agreed to meet approximately 3 times during this period to continue to prepare for the public information/marketing campaign and related topics. **Bobbie Cassano** will send out some possible meeting dates for this period so we can get them on our calendars as soon as possible.

Meeting adjourned at 4:00 p.m.

Prepared by: Bobbie Cassano

Bobbie Cassano, Coalition Coordinator

