



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

Minutes of the Marketing Sub-Committee for Youth, Families and Community held June 8, 2011 at the Tempe Public Library 2nd Floor Conference Room, 3500 S. Rural Road, Tempe, Arizona.

MEMBERS Present:

Randy Lazar, Tempe Union High School District
Roni Alexander, City of Tempe Social Services
Sean Donovan, Tempe Chamber of Commerce
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

Meeting convened at 11:00 a.m.

Agenda Item 1- Call Meeting to Order and Introductions

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

Agenda Item 2- Minutes from April 12, 2011 and May 10, 2011 Meetings

The minutes from both April 12, 2011 and May 10, 2011 were reviewed.

MOTION: **Roni Alexander** moved to approve the both sets minutes.

SECOND: **Kim Bauman** seconded the motion.

COMMITTEE CONSENSUS: Minutes were approved.

Agenda Item 3- Discussion of the Public Information Campaign around Underage Drinking

Bobbie Cassano passed out a planning sheet to start to look at the various activities the Marketing Subcommittee might be involved with regarding the one-time grant funding we will be receiving from Magellan Health Services to use for a public information marketing campaign regarding underage drinking.

Bobbie reported she is working with ASU's Cronkite School to identify an intern or other opportunity for the campaign.

We will need a slogan for the campaign. Mesa uses "Protect. Don't Provide"; Buckeye and the WOW Coalition use "Prevent. Don't Provide"; other slogans include "Don't Buy for the Other Guy". The committee discussed the desire to make our slogan fairly broad so it covers more than just not buying alcohol for underage youth. We are also hoping to keep it more positive rather than sound demanding. After some discussion, the group came up with one idea:

"Give kids a chance" with the tag line: prevent underage drinking

Committee members are asked to ask some key people how they may feel about such a slogan. We will continue this discussion as we move forward.

We also discussed several of the other activities we know will be included in the campaign including billboards, movie ads, PSA's and newspaper ads.

Agenda Item 4 – Summer subcommittee meeting dates and future agenda items

We had two more tentative subcommittee meeting dates. The committee felt there was no reason to meet again on June 29, 2011. The meeting date of July 20, 2011 will be confirmed or cancelled as we get closer to the date and determine if we have a need for the meeting or not. It may be we will meet more regularly once we determine an intern and get further along in the marketing campaign process. At this point, we are working on as much pre-planning as is reasonable.

Meeting adjourned at 12:00 p.m.

Prepared by: Bobbie Cassano

Bobbie Cassano, Coalition Coordinator