



coalition for

YOUTH & FAMILIES

MEETING AGENDA

LOCATION: Zoom

DATE: 12/30/2020

MEMBERS: April King, Chelsey Eaton, Dale Slack, Joe Helm, Joe Huether, Kristina Brown, Michele Smith, Michelle Benavides

TIME: 3:00pm-4:00pm

I. CALL TO ORDER at 3:02

II. INTRODUCTIONS

- a) Name
- b) Ice Breaker

III. OLD BUSINESS

- a) Community Survey
 - i) <https://www.surveymonkey.com/results/SM-6YSFF3MH7/>
 - ii) Chelsey shared the results from the Community Survey taken by the community August-December. She discussed the perception that the community has regarding youth alcohol use. We will discuss the Community Survey in depth next meeting when official survey results are released.
- b) Advertising – See attachments at end of document.
 - i) As we go into the New Year, we want to start advertising more frequently. Chelsey brought up the idea of putting together an advertising committee to help design billboard, campaigns, etc. to help change the community perception. If you are interested in joining or being apart of the committee please email Chelsey. Joe stated that he would be interested in assisting in the advertising committee. One of the goals is to target other audiences by using platforms such as Tic Tok, Youtube, WhatsApp and Spotify, majority of youth, reaching over 2000 people. Joe Huether suggested that we release a survey asking individuals what platforms they use most frequently to be able to target the majority of individuals in Columbia County. April asked specifically about the cost breakdown and budget for the advertising campaign. Breakdown is attached at bottom of minutes. Chelsey stated that the Billboard was submitted by the 21st of December and should go up shortly.

The mission of the Coalition is to promote and support a healthy and safe environment, free from alcohol, Tobacco, and other drug abuse, violence, and related social issues affecting our youth and families.



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- ii) The billboard is located in Waitsburg headed west towards Walla Walla on the right hand side of the road near Whiskey Canyon. It was the only billboard available and will be seen by majority of Columbia County residents.

IV. NEW BUSINESS

- a) Member Updates: What is going on?
 - i) Kristina reported that the school has contracted with Blue Mtn. Counseling to have a K-5 counselor at the school until next June.
- b) Partner Outreach
 - i) Chelsey asked for members to engage with other partners in the community to get more member involvement and participation from those who may be interested in the coalition. Kristina stated that she could talk to The Club about participating. David Ocampo attended the November meeting and stated that C.C. Transportation could help assist the coalition in any way.
- c) Training Opportunities
 - i) Chelsey invited any members who wanted to participate in CADCA Leadership Forum to let her know. It is paid for with CPWI funds, which there is \$6,000 allocated for this specific training. If you can only attend one day or a specific training, Chelsey would love to pay and register you. The training is February 1-4, 2021, via zoom.

V. MEMBER SHARING & CELEBRATION!

- a) Public Health shared that vaccinations are ready to go and that they are currently taking personal information to be put on a list for vaccinations.

VI. ADJOURNMENT 4:00

Next meeting scheduled for Wednesday, January 27, 2020 at 3:00pm



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Advertising Budget

Name	Cost/Month	Qty.	Total Cost
Spotify	\$41.67	6	\$250.02
Newspaper	\$288.00	12	\$3,456.00
Billboard	\$625.00	6	\$3,750.00
Facebook Ads	\$115.20	5	\$576.00
			\$8,032.02

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