



Minutes
Committee for Youth, Families and Community
Marketing Sub-Committee
November 9, 2010

Minutes of the Marketing Sub-Committee for Youth, Families and Community held November 9, 2010 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
Bobbie Cassano, Tempe Community Council

MEMBERS Absent:

Celeste Plumlee, Tempe Resident
Lauren Johnson, Community Bridges
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 and Introductions

Bobbie Cassano called the meeting to order.

Agenda Item 2- Minutes from October 28, 2010 Meeting

Because of the limited number of attendees at the meeting, we will review and approve the minutes at the December meeting.

Agenda Item 3- Website Review Discussion

The committee reviewed each of the website pages and discussed each section. We agreed to divide the resource area into 2 sections to include one for teens and one for parents. We will also add a "What's New" section and an "Archive" section

Agenda Item 4 –Coalition "Elevator Speech"

Roni Alexander shared a list of suggestions to help start the conversation. We will continue the discussion at our next meeting.

Agenda Item 5- Announcements

There were no announcements

Agenda Item 6- Future Agenda Items

Continue discussion of the Coalition "elevator speech"
Town Hall video clips

The committee's next meeting will be on **December 14, 2010 at 3:00 p.m.**

Meeting adjourned at 3:50 p.m.

Prepared by: Bobbie Cassano

Bobbie Cassano, Coalition Coordinator