

BTS – Positive Youth Development Meeting Notes
5/25/2010 ~ PAL – 3:00-4:30PM

Attendees:

Issa Alves
Robert Cizauskas
Yoellie Iglesias
Luis Serrano
David Boodoo
Kathy Welz
Lorraine Jolly
Nicole Porto (Staff)
Lori Hart (Staff)

Welcome Committee Members & Introductions:

Lori Hart, staff, called meeting to order at approximately 3:15PM. Brief introductions of those present went around the room. Yoellie Iglesias – SUN program supervisor, briefly explained that the Sprague Unity Network (SUN) is a mental health prevention program for second and third graders at Sprague Elementary School.

Elect co-chair:

The committee agreed to table co-chair elections until more members are present.

Review Plan:

Lori Hart reviewed with the committee that their main focus is to increase the number of assets youth have and to have safe and good quality after school programs.

Lorraine and Lisa contacted the Chamber of Commerce and we are looking to partner with chamber to get on board with marketing the 40 Developmental Assets.

A subcommittee met on 5/18 to establish a draft plan as follows:

- focus on businesses and merchants
- youth should work as ambassadors who talk with the merchants about the 40 Developmental Assets
- youth would might be “secret shoppers” to evaluate how the merchants are doing related to youth
- journalism students might help with writing the assets

The committee also recommended tying in the results of the 40 Developmental Assets in the October Summit, and following the Summit with training. The following discussion ensued:

- David, SADD youth, recommended targeting stores where youth go
- Yoellie wondered if we could train students in the schools. Bob Cizauskas felt that the schools are very difficult to work with.
- Lori felt that we should start with the chamber as they were very welcoming.
- David wondered if we’ve held any 40 Developmental Asset trainings. Lori reported that in April there were 2 sessions; however participation was very low.
- David suggested putting flyers in doctor offices to help with marketing.

- Lori wondered if we can take students involved with the youth employment program for a few hours during the week.
- David suggested targeting the stores in the mall first, because that's where teens hang out. David also suggested finding out what will make adults more interested in the assets. He feels that not all teens are trouble makers and some are successful and we need to break the stereotype that not all teens are bad.
- Lorraine wondered if the youth going to the merchants in the mall would have a script to follow.
- The committee liked the idea of a "mystery shopper."
- David felt that the first step should be to introduce the 40 Developmental Assets to merchants followed by offering more information if they are interested and provide future trainings.
- Bob felt that we should start with the chamber list and get the assets in their next newsletter.
- Lorraine will check with the chamber to see which stores are on their list. Lorraine also volunteered to visit the stores prior to starting to gauge the interest of the merchants.
- Issa felt that by having the youth go to the merchants might help turn their thinking around, because when we think of Friday night at the mall, we think trouble and arrests. This would be an opportunity to show that not all youth are bad.
- Lorraine suggested that the mall security officers also get involved and be trained in the assets since they deal with the youth too.

Timeline/Next Steps:

- PAL explorers to work with security officers
- Information on security guards and owner of mall
- Luis & David will give orientation for youth
- Lori will contact Susan at WYSS for David to be ambassador and also find out how many youth can we recruit
- Roll out this pilot during the 6 weeks of Summer Youth Employment. Ideally, the youth would meet 2 hours per week to accomplish the following:
 - 1st & 2nd week = Preparation
 - 3rd & 4th week = Get implementation done
 - 5th & 6th week = Analyze

Next Meeting Date:

6/7/2010 – 3:00-4:30PM – PAL