

BTS – Positive Youth Development Subcommittee Meeting Notes
5/18/2010 ~ United Way of Greater Waterbury – 3:00-4:30PM

Attendees:

Lorraine Jolly
Lisa Cheney
Kathy Welz
Glenis Vialva
Lori Hart (Staff)

The purpose of this meeting was to establish a draft plan as a follow up to Lisa and Lorraine's meeting with the Chamber of Commerce. The overall goal is to work with the Chamber and their businesses to increase knowledge about the 40 Developmental Assets.

Target area review:

In the past the committee has discussed getting buy-in from and involving the following stakeholders:

- Mayor's Office
- Police/PAL – (Community Relations)
- Fire Department
- Waterbury Public Schools (BOE) - Teachers
- Youth Serving Organizations
- Parents
- Community Collaboratives
- Chamber of Commerce
- Faith Based Community
- Kaynor Tech
- Merchants
- DCF
- Pediatricians
- Health Department
- Board of Alderman SRC & Day care providers
- Legislators (Kenny Curran, Joan Hartley & others)
- Higher Ed (UCONN, NVCC, Bridgeport University, WestConn, Post)
- Fraternal/Social Clubs

Lisa and Lorraine have opened up the communication with the Chamber of Commerce and our committee decided to ***develop a comprehensive plan to educate the members of the Chamber about the 40 Developmental Assets.*** The subcommittee was formed to create this plan and bring back their ideas to the whole committee. Lynn Ward from the Chamber expressed interest in making the following avenues for communication available to us:

- Health Matters – Springtime newsletter
- Email Blast
- Chamber Newsletter
- Chamber Article in Waterbury Republican American

Lisa wrote a general article with a focus on the merchants as the audience. The subcommittee liked the article and considered ways to get the word out about the assets using Lisa's article and other means. A rough idea about the order in which we might promote the assets and other related details follow:

- Lori & others meet with Lynn Ward to review the strategy and timeline
- Gather a group of youth to help with the following:
 - Create positive messages targeting merchants and businesses about each individual asset (check with Susan Houlihan from WYSS & her journalism students)

- Devise a strategy where youth visit Waterbury merchants/businesses to update them about our plans (perhaps preceded by a phone call from BTS-PYD committee member)
 - Chamber Newsletter with article about the assets
 - Waterbury Newspapers carry article about assets
 - Lynn Ward mentions assets in her article
 - Chamber emails contain bi-weekly or monthly assets
 - Cable TV information about assets
- Youth visit a second time to see how program is going & request quotes/stories from merchants/businesses
 - At the same time a follow up article comes in Chamber Newsletter and newspapers & cable out relating to the assets and letting merchants/businesses know training is coming up
- Recommend ways to evaluate how the merchants are doing relating to youth (Secret Shopper?)

Other tie-ins to make sure we link to:

- 40 Developmental Assets re-test
- Consider partnering with Summer Youth Employment – share youth to work on the committee, or other ideas
- Fall 40 PPB/BTS Summit (perhaps merchants or businesses will want to participate in the Summit)
- Paul Vance is interested in the committee's work and wants to be kept informed. Lisa will coordinate this and provide Paul's email address so he can be copied on meeting notices and notes about meetings.

Next Meeting Date:

5/25/2010 – 3:00PM – PAL – full meeting