

Youth Commission Notes  
Wednesday, December 3, 2014 –11:30a.m. -- GF City Hall, Room A102  
Minutes

**Youth Commission (schools represented):**

Red River, Central, Valley, Schroeder, Twining, South

**Others Attending:**

- School faculty, school administrators, city staff

**Welcome (Shimek)**

- Sarah Shimek welcomed the commissioners and guest.

**Recap of YORS Meetings (Shimek)**

- YORS Committees meet monthly at individual schools for small group discussion.

**Youth Can Support Our Troops Planning Ideas (Shimek)**

- You Can Support Our Troops event will be coming up in April 2005 and commissioners need to plan ahead for box supplies and best way to collect the box donations from their schools. Commission was asked to keep this in mind as this project comes forward in the spring.

**Discussion on Underage Alcohol Use (Shimek & Anchor Marketing)**

Guest: Hal Halliday, Anchor Marketing, Grand Forks

- Mr. Halliday is seeking input for an underage drinking advertising campaign. He asked the commission what is the most reliable media source to reach teens their ages. The campaign has no specific target to teens, but rather to adults.
- Local advertising sources recommended were teen radio stations, posters in the school, and the pre-movie advertising at theaters. National media recommendations included HGTV, Food Network and Cartoon Network through cable television. Internet media that they visit frequently are Pandora, Hulu, Netflix, Facebook, Twitter and Youtube.com.
- The Commission agreed that humorous advertising will get their attention quicker than shocking statistical percentages. The group agreed that the validity of the information and it's relation to the local reality is always questioned.
- Mr. Halliday appreciated the discussion and will return with additional information as the campaign develops.

**Adjourn**

Meeting adjourned at 1:00.

Sharyl Simeone

***Future Meetings: First Wednesday of Each Month; Jan. 7, 2015, Feb. 4, 2015, Mar. 4, 2015, Apr. 1, 2015, May 6, 2015.***