

Youth Commission Notes
Wednesday, January 7, 2015 --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 and Review of YORS/ Youth Commission Mission Statement & Purpose (Shimek & Haga)

- Sarah Shimek welcomed the commissioners, school faculty, city staff and guests. Followed by the reading of the mission statement and purpose for meeting of the commission.
- Pete Haga asked for a 10 second moment of silence in light of the Larimore bus tragedy on 1-5-2015

Input on Prevention of Underage Youth Drinking Media Campaign

Guest: Bill Vasicek, Alcohol Coalition & Altru, Grand Forks

- Mr. Vasicek handed out an *Effects of Alcohol series* of print handouts for the commission to review and share ideas as to what works and doesn't within the campaign. Commission members wrote their feedback directly on the handouts that were returned to Mr. Vasicek.

Guest: Hal Halliday, Anchor Marketing, Grand Forks

- Mr. Halliday is seeking further input for an underage drinking advertising campaign. He shared a *emoji*, a emoji originated in Japan, it means "picture letter", with a smiley face. Wanted to know how many of the teens communicate by using emoji's and by a show of hands the commission verified that many do use them daily.
- Feedback from the youths would be to create a special emoji just for underage drinking and using local art students in creating that emoji.
- The more attention the winning emoji would get locally, regionally or nationally would bring more interest for the artist to participate in creating.
- Another idea brought forward would be to have a pledge against underage drinking, similar to the Rachel's Challenge project.
- Mr. Halliday appreciated the discussion and will return with additional information as the campaign develops.

National Teen Dating Violence Prevention Month (Jenna & Heidi/CVIC)

- Handouts presented to the Commission:
Dating and Violence Should Never Be a Couple (CVIC)
Equality Wheel for Teens (National Center on Domestic and Sexual Violence)
- February is Violence & Dating Awareness Month and CVIC would like to get the message out to teens in middle and high school.
- Several suggestions were shared by the Commission:
 - Continue giving presentations at the school - make sure that there is enough time to ask questions. They would prefer a longer presentation so they can absorb the material shared at the presentation.
 - The school announcements are not an effective tool to share the message.

- Visual displays are effective for students; such as a flag display outside of the school or smaller flags that represent statistics or a poster within the school.
- The presenters shared resources available at CVIC and how they can be contacted. They thanked them for their feedback.

Break Up 101 Summit Planning Discussion (Shimek & Haga)

- Pete Haga updated the commission on the upcoming summit planning for the 1st Break-Up Summit planned for February 9th or 10th, joining together with Safer Tomorrows, CVIC and the Commission. The summit is proposed to help those who experience a relationship break up. The event will teach how to maintain your character and dignity if a break up occurs. The event is intentionally planned to take place before Valentine's Day.
- The Commission would like to see the event be interactive for students and also would recommend having CVIC counselors available for those who need to share.

Youth Can Support our troops Planning (Shimek)

- *Youth Can Support Our Troops* event will be coming up in April 2005. Ms. Shimek shared that the cost of mailing a care package box is about \$15.00 per box and this year there is another opportunity for the commission to raise funds to mail the boxes. Dunn Brothers Coffee is providing coffee bags for resale. The bags will be empty and will be sold at \$15 (\$5 profit would go to the Commission to mail the care packages), the customer would redeem at Dunn Brothers by filling with a coffee of their choice.
- Commission was asked to investigate new places to place donation boxes. Also early thinking to promote the donation boxes once collection begins should be considered by each school.

Adjourn

Meeting adjourned at 1:00.

Sharyl Simeone

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