

Gray & New Gloucester Youth Substance Abuse Prevention Coalition

Presented with support from the 21 Reasons Coalition

Wednesday, September 26th, 4:00-5:45 – New Gloucester Congregational Church

MEETING MINUTES

I. Welcome & introductions

a. In attendance:

Bruce Beasley, Current Principal Dunn School, Interim Superintendent as of 11/1/11, MSAD #15

Alex Kanakas, Healthy Casco Bay

Rev. Natalie Blake, E. Baldwin Congregational Church and Gray resident

Carol Swicker, Project Manager, 21 Reasons, Medical Care Development

Sarah Kinsler, Project Assistant, 21 Reasons, Medical Care Development

II. Branding: Logo

- a. Carol presented logo options created by our graphic designer, Jonathan Gicewicz of J.E.G. Designs. Jonathan initially sent us about a dozen logo options. These were reviewed by a Branding Subcommittee consisting of Carol, Sarah, Anne Tricomi, Beth Blakeman-Pohl and Kathleen Potter, who gave feedback on the original options as well as a second, revised set. Attendees considered the third round of revisions. The group raised a number of concerns about the logo options and our tagline. In particular, the group wanted a tagline and image which tell the public more specifically what we do and what our mission is. Various concrete suggestions were made to this end, some of which may be harnessed for future promotional materials or campaigns.
- b. For various reasons, the decision was made after the meeting to stick with our current tagline; these concerns were discussed by the whole group at two previous meetings, and that through discussion and vote, the decision was made to not have the name and tagline include reference to substance use. We've also disseminated materials into the community, including at the high school open house, with the new name and logo, and don't want to create confusion by changing a tagline that has been "put out there".
- c. Feedback on the logo design specifically included that the two design themes felt too "masculine" and "feminine". Attendees also wanted to see other font options and possibly different imagery (other than the gear/cogs). Moving forward, Sarah and Carol will work with Jonathan to create more gender-neutral options utilizing the feedback gleaned at this meeting as well as from past committee meetings.

III. Branding: Website

- a. Carol reviewed a draft outline for our website; the group discussed various aspects which we will present when we discuss this draft with our designer. Some features include: Emphasis on social media (Facebook, possibly Twitter or LinkedIn, social sharing buttons); an event calendar; scrolling or changing displays on the front page to engage visitors, with either photos, drug facts, tips

or a mix of all three; resources for various community sectors, including parents, educators, youth themselves, and more; descriptions of who we are and why we're so committed to this mission, to augment our other branding materials.

IV. Capacity Building

- a. This item was tabled until our next meeting.

V. Swag/Branded Materials

- a. Carol gave an update on our budget as the grant year closes out. With quite a bit of funds remaining, the group discussed possible branded materials which could be purchased in advance and confirmed/delivered once a logo is complete. The group requested a mix of inexpensive materials which can be given out to anyone and more costly items which will be distributed more thoughtfully. We will focus our spending on items which we believe will get repeated use by parents and other community members so that our logo is seen around town – reusable grocery bags, canvas totes, stainless steel travel mugs, stickers, and the like.

Our next meeting will be a STRATEGIC PLANNING RETREAT in October. Date and location TBA.

Carol Swicker, Project Manager, 21 Reasons Mentor project, cswicker@mcd.org 773-7737.

Sarah Kinsler, Project Assistant, 21 Reasons, skinsler@mcd.org 773-7737.

The G-NG Youth Substance Abuse Prevention Coalition is partnering with the 21 Reasons Coalition as part of a 2-year Drug-Free Communities Mentoring Project, funded by the Substance Abuse and Mental Health Services Administration, US Dept of Health & Human Services. 21 Reasons is a project of Medical Care Development. FMI: www.21reasons.org

