

**Petaluma Youth Commission
Meeting Minutes
February 10, 2009
6-8PM**

Call to order at 6:04PM - Commission Chair Abbott

Roll Call - Commission Chair Yoshioka

Commissioners Present: Abbott, O’Kane, Souza, Pritchard, Velasquez, Yoshioka, Faur, Torres, Russell, Arango, and Tobin

Commissioners Absent: Meyers, Clare do Ceu, Hernandez, Hall, Leahy, Lucchesi,

Staff: Serene Cooper

Approval of Minutes: Minutes approval tabled to next month.

Correspondence: None

Public Comments: None

Commission Comments and Reports:

Membership Committee

- Committee will get recruitment flyer approved by the school district superintendent and notify the YC when they need their help with recruitment efforts.
- New Recruitment flyer will be ready for distribution on March 16
- April 8 is Youth Commission application deadline for youth to get them recruitment before school is out.
- Adults will be recruited after youth
- Follow up: Need to have a strategic look at policies and procedures, allowing for the sustainability and longevity of the commission

Community Outreach Committee

- Going to meet with the City Council members in an effort to form a partnership and build relationships
- Faur suggested that a system be developed to communicate with council

Special Projects Committee

Deferred report to later discussion

Leadership Committee

- Met with Donnie regarding logo, marketing, fundraising, data collection and website opportunities
- Prepared the agenda meeting and the strategic mid year check in

New Business

Serene led discussion on the strategic mid year check-in. Discussion on strategic directions. Concern for how to best represent the youth voice. What are we doing and how will it move us toward our outcomes? (See attached Handout)

Two questions were posed. Is the Youth festival is the proper vehicle help us achieve our goals? Does this commission have the capacity to get it done? There was a general agreement that pulling together an event of this size is too much to bear as the first event. Joining other events in the community is a good plan. Agreement to “table festival as large event and work within a larger event.” All commissioners were in favor.

Possible events identified:

Butter & Egg youth area, Phoenix Theater on a Friday, Chili Cook Off
Calendar of local events to be presented by Faur to commission

Brainstorm or possible activities at Butter & Eggs

Putting together a float for the Youth Commission with a DJ was brought up, however the idea was trimmed back to having a booth or music at a park – not a float. Cost information is going to be obtained.

Follow up: Review committee structure

Develop a communication plan.

Consistent presence is needed and communicating communicate our mission in a “hip” way that is interesting to youth will help ensure the success. Need for everyone to have their “elevator speech” about who the YC is and what we provide youth is important.

Fundraising ideas were brought up: racetrack events, Mary’s pizza events, donations from local restaurants, Whole Foods employee sponsored donation program, etc. Commissioner Souza presented the idea of utilizing grants that are written by youth to assist in raising capital.

Action Items:

1. Jaclyn, Jennifer, Katie & Melissa meet with the youth owners of Unknown to see if they are willing to partner and help develop and t-shirt and logo.
2. Kyle, Katie and Melissa to work on tag lines.
Suggestions:
“YOUTH VOICE – TURN UP THE VOLUME”
The YC is where youth rule!
Give youth the power!
Turn up the volume on youth voice!
Where here to amplify your/youth voice!
3. Melissa to contact GAP about donating the t-shirts
4. Giles/Eddy are contacting Mary’s Pizza to look into a fundraising night for the YC
5. Alyssa & Suzanne are going to contact Marie regarding costs and ideas for a Youth Commission booth at the Butter & Eggs festival
6. Amber to bring in/email an example of communication plan and calendar of community events.
7. Conference call for action item updates: Tuesday **February 24 from 6pm – 7pm**. Serene to draft agenda. Co-chairs to send out a reminder and agenda prior to call. Dial in 616-347-8100. Access code 305047.

Adjourn at

Commission Giles motioned to adjourn. Commissioner Souza seconded the motion.

**Youth Commission
Mid Point Strategic Planning
February 2009**

Purpose/Mission

- ✓ Advocacy for youth on the five issues stated in our mission
 - *health, safety, recreation, jobs and community engagement*
- ✓ Represent Petaluma youth voice to city council
- ✓ Provide conduit of information between city council, youth community & families
- ✓ Provide civic engagement and mentoring opportunities to youth community

Issues the YC have been struggling with:

- How can the Youth Commission and youth community find out what is happening in our city?
- How can the Youth Commission represent and understand the issues of youth in our community as it relates to our mission?
- How can the Youth Commission promote youth leadership and engagement in our community?

Strategic Actions to address these issues and support the mission of the YC

1. Build Relationships with City Council

- Communicate with city council about best way for Youth Commission to have regular contact to stay in touch with what is going on at the city
- Support city council by convening youth conversations and bringing back youth perspective
- Find out when the regular meet & greet city council and other events are happening - attend, get other youth to attend, and then take the info out to youth

2. Convene Youth Conversations

- Conduct youth forums in the community and gather youth input
- Join community events to engage youth and promote Youth Commission
- Convene groups of youth and adults together to work on issues (Ex: Downtown business dialogue)