



Stratford Partnership for Youth & Families

Branding Short Term Action Team (STAT) Meeting

Thursday, November 12, 2015

Birdseye Municipal Complex, Room 111

Minutes

In Attendance: Darrin Bosco, William Figueroa, Michelle Harrison, Sean Kennedy, Susan Rubinsky, Tammy Trojanowski, Cheree Wright

Call to Order

Darrin Bosco agreed to facilitate the Branding STAT meetings. He called the meeting was called to order at 6:05 p.m.

Brainstorm and Discussion with Susan Rubinsky, Social Media Consultant

Discussion centered on the following key questions:

- What is branding?
- Is this branding (examples of logos, packaging, ads, store, webpage)?
- What kind of brand does the Stratford Partnership for Youth and Families want to be?
- What does the Stratford Partnership for Youth and Families want to do?
- What is the Stratford Partnership for Youth and Families' audience?
- What does the Stratford Partnership for Youth and Families want to say?

Other Business

It was agreed that more Coalition members need to be involved. This brainstorm and discussion will be the focus of the January 12, 2016 Coalition retreat. Susan will facilitate the overall process and Coalition members who worked on #RxEffect and branding will facilitate the small discussion groups.

Adjournment

The meeting was adjourned at 7:15 p.m.

Respectfully submitted,

Tamara Trojanowski