



## **Stratford Partnership for Youth & Families**

Branding Short Term Action Team (STAT) Meeting

Thursday, November 19, 2015

Birdseye Municipal Complex, Room 110

Minutes

**In Attendance:** Darrin Bosco, Greta Broneill, Winnie Etienne, Anna Gasinski, Sherri Kelley, Sean Kennedy, Dena O'Neill, Jodi Palmieri-Schumann, Jason Pugh, Mason Pugh, Susan Rubinsky, Tammy Trojanowski, Cheree Wright

### **Call to Order**

The Branding STAT was called to order at 6:05 p.m.

### **Brainstorm and Discussion with Susan Rubinsky**

A summary of the brainstorming results from the November 12, 2015 Branding STAT meeting was distributed. Susan Rubinsky discussed the brainstorm process that members had participated in and the results concluded from the brainstorm session. Coalition members were introduced and reacted to various websites from other coalitions, non-profits, and national sites. Coalition members reacted on page layout, color pallet, words used, menu bars, etc.

### **Next Steps**

Susan Rubinsky will conduct another Branding brainstorming session at the January 12, 2016 Coalition retreat.

### **Adjournment**

The meeting was adjourned at 7:12 p.m.

Respectfully submitted,

Anna Gasinski