



Stratford Partnership for Youth & Families

Connecticut Distributors Inc.

Tuesday, January 12, 2016

Minutes

In Attendance: Carla Armistead, Jocelyn Ault, Darin Bershefsky, Darrin Bosco, Greta Broneill, Nina Chanana, Doreen Chiccarello, Kristen Doerr, Paul DosSantos, Lucretia Duwel, Winnie Etienne, Anna Gasinski, Michelle Genaurio, Michelle Harrison, Patty Hines, Raquel Juarez, Denise Keegan, Sherri Kelley, Sean Kennedy, Nicholas Macisco, Hannah McLaughlin, James Olsen, Pat Patusky, Kristi Peña, Mason Pugh, Pam Robertson, Susan Rubinsky, Nicholas Satta, Bill Steindl, Mary Tiernan, Shannon Tripodi, Tammy Trojanowski, Daelynne Veloz, Denique Weidema-Lewis, Sarah Williams

Call to Order

Sean Kennedy called the meeting to order at 5:05 p.m. Following introductions, the Coalition's new Business Sector Representative, Bill Steindl, Compliance Manager of Connecticut Distributors Inc welcomed the coalition to their facility

Coalition Member Survey

Coalition members completed the Coalition Member Survey.

Approval of November 10, 2015 Meeting Minutes

Raquel Juarez made a motion to approve the November 10, 2015 meeting minutes. Nicholas Satta seconded the motion. It passed unanimously.

M.O.N.E.Y. Grants

Nicholas Macisco reported the Youth Committee's M.O.N.E.Y. grant recommendations (attached). Hannah McLaughlin made a motion to approve the report. Kristen Doerr seconded the motion. It passed unanimously

Branding

An overview of the importance of creating a brand that markets the Coalition's character and actions was given. Susan Rubinsky, Marketing Consultant, lead the Coalition through an activity regarding Apple's success as a company and brand. Next, the Coalition members divided into small groups and discuss the following four questions

- What is SPYF's brand (character)?
- Who is SPYF's audience?
- What does SPYF do?
- What does SPYF want to say?

All answers were compiled and the Coalition discussed and provided the top ten answers to each question. Next steps were discussed.

Plusses / Wishes

Plusses	Wishes
<ul style="list-style-type: none">• Place and meeting space• Hot Chocolate• Group was engaging• Activity• Technology (double screen)• Welcoming to new members	<ul style="list-style-type: none">• Fill all chairs• More salad

Community Updates

- Stratford Library Teen Services is offering various programs for Winter 2016, <http://stratfordlibrary.org/wp-content/uploads/2016/01/Just-4-Teens-Jan-2016.pdf>
- FREE SAT Prep program with Ellis Ratner for juniors who will be taking the SATs in March is on Tuesday, February 16, 2016 at 7:00 p.m. at Stratford Library, Lovell Room.
- Annual "What R U Doing after High School?" program is on Saturday, March 19, 2016 from 10:00 am to 3:00 p.m. at Stratford Library, Lovell Room.

Adjournment

The meeting was adjourned at 7:30 p.m.

Respectfully submitted,



James Olsen