



## MEETING SUMMARY

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**Project:** Splash & Play Project – Planning Virtual Meeting for Teens

**Date:** June 2, 2022

**Attended By:** Tianna Judd, Almira Marshal, A'lice Frazier, DeWarren Langley, Lisa Smith, Lisa Esterrich, Jackie Turner

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End of Phase 1 engagement

- Tianna Judd has been OOO Ambassador
  - Bimbé Teen Pool Party & Edison Johnson Aquatic Center Popups
- Want to involve other ambassadors and youth

### Discussion

Planning a virtual meeting for Durham Youth

- Best day of week – last day of school 6/10, the next two weeks are not optimal time for young people due to exams and graduations
- Best time of day – 5 or 6pm, Tee works in evenings except Tuesday and Friday
- Best way to spread the word - promotional video 30 sec-2 min, drive them to the website or survey; Incentives to drive participation – suggested compensation of \$20 or more for each person that participates and shares
- Need 2 weeks to promote an event
- Connect directly with youth serving organizations
- D Langley hosted an event - connected 2 organizations with direct conversations, compensation= \$30. Will share the flyer
- Ambassadors may be able to help distribute flyers but program is nearing the end and they have not previously participated in the project and don't have ownership, need to connecting with an adult they trust,
- Host events for people to come out – previous events
  - Pool party
  - Hike at Eno
  - Taco/movie night

My Durham program –Alex Hurley is the new staff person; contact Jeff Forde, manager to connect to teens

### From the Chat

- 11:58:46 From Tee to Everyone: Also, to add, that it may also be a good to have multiple days so people can choose which day works best for them and that way we have better engagement overall perhaps because the times given are more flexible and accessible!
- 12:05:59 From A'lice (she/her) To Everyone: I've arrived at my next meeting I have to go please let me know what is decided
- 12:06:16 From Almira to Everyone: I have to drop but I will forward you my thoughts. I agree with A'lice and DeWarren.



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- 12:07:01 From DeWarren K. Langley, JD, MPA, MHFA, YMHFA To Everyone: I have to depart for another meeting. I will be on at 4pm

### **Tools**

- JTC can provide flyers, video, slides, some incentives (movie tickets?)

### **Next Steps**

- Set a date that is a minimum of two weeks in the future
- Consider a promotional video (30 sec-2 min) to drive viewers to the website or survey –Film footage from Long Meadow Open House
- Contact Jeff Forde, DPR manager to have My Durham Teen participation