



FLORIDA YOUTH COMMISSION

COMMUNICATIONS COMMITTEE

Matthew Nadel, Chair

Christal Hector, Interim Vice Chair

MEETING MINUTES

September 17, 2014

8:00 A.M. – 9:00 P.M.

Secretary: The meeting of the Florida Youth Commission's Communications Committee was called to order September 17, 2014 at 8:03 p.m. by the Committee Chair, Matthew Nadel.

The Commission Secretary, Christal Hector, did roll call and noted that one commissioner was absent, recording this on the meeting roster.

Matthew asked the present commissioners which day of the week was best for committee meetings, and it was decided that Thursday seemed to be the best day for everyone.

Matthew mentioned that anything voted on and passed in the committee would then be taken to the Commission as a whole to be deliberated and voted on.

Commissioner Marilu Duque inquired about the creation of a Facebook Group for the Communications Committee, and Matthew responded that it could be done, but all official business would still need to be sent through email.

Matthew stated that there would be one-on-one meetings with him and the vice chair of the committee coming up soon.

Matthew went over the responsibilities of the vice chair and chief designer of the committee.

Morgan Denhart was appointed to the position of vice chair, and Marilu Duque was appointed to the position of chief designer.

Matthew went over the primary objectives of the Strategic Plan: raising awareness about the Commission's initiative and highlighting different issues affecting youth during commemorative months.

Commissioner Nicholas LaFalce recommended using the latest technology to efficiently distribute surveys and information in the future.

Issues and ideas to address during the commemorative/holiday months of October, November, and December were voted on and passed unanimously.



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In October, the committee plans to draw attention to the issue of Domestic Violence.

In November, the committee plans to highlight Arts and Health.

In December, the committee plans to promote existing donation and toy drives for the winter holidays.

Morgan recommended that the committee make a promotional video for the Florida Youth Commission which was voted on and passed unanimously.

Marilu touched upon the idea of a photography campaign which was later voted on and passed unanimously.

Commissioner Blake Maier brought up the idea of a “Humans of New York” type of project that the communications committee could do, in light of the nature of the Commission’s initiative, and post online weekly.

Blake’s idea was voted upon and passed unanimously.

Matthew stated that the legal procedures for going through with the “Humans of New York” idea would be discussed with Cici at a later date.

The idea of creating an Instagram account for the Commission was briefly discussed.

Matthew recapped the meeting and asked who was interested in being a liaison to other committees, but no one volunteered.

Morgan briefly discussed her recent encounter with Zackary Gibson, Chief Child Advocate and Director of the Office of Adoption and Child Protection for the State of Florida. He would like us to create questions that leave very little room for unintentional bias and start distributing surveys as soon as possible. He also wants us to focus on the positives of the school system when advocating change.

Seeing as there were no further questions, the Committee Chair adjourned the meeting at 9:02 p.m.



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