# DAY Council Meeting ITSWORTHIT_logo_BLK

**3/10/15**

**DAY MEETING - SPECIAL FOCUS on *Chris Herren and Project Purple***

During this meeting, all Action Committees and Coalition Members discussed planning for the March 23rd Chris Herren Presention and Project Purple Initiative.

Time was spent addressing what is left to accomplish regarding meeting with community groups, distributing flyers & promotional/marketing items, and hanging the Project Purple banner over Route 1. It was reported that DAY members successfully “RIBBONED” the town green and Long Hill Rd on the weekend of March 7th and 8th which served as a powerful publicity stunt. Purple ribbon was tied on cars, town trucks, trees, and posts at the green, and ribbon and flyers were handed out to Guilford bsuinesses. DAY’s Co-Chairs also plan to visit youth at Adams and Baldwin lunch waves and distribute wrist bands, lanyards and hair ties to students. It was also reported that the Guiford Public Schools bus company has volunteered to park two school buses at Adams and Baldwin, which will be decorated with purple. Bettina Braisted, a mentor for Guilford Youth Mentoring at GHS, has volunteered to sew a purple border around DAY’s “IT’S WORTH IT” banner that was originally used for the teaser campaign. The banner will be hung on one of the parked buses at Adams or Bishops. DAY youth are in the planning process to sell Project Purple/IT’S WORTH IT T-Shirts at GHS the week before the March 23rd Chris Herren presentation.

It was also decided that it would be effective for DAY members to hand out purple ribbon and purple flyers to the church attendees as they exit Saturday and Sunday mass on March 14th and 15th, including the First Congregational Church, St. George’s Church, and the North Guilford Congregational Church.

DAY members also discussed a concern about the sound quality at the GHS Gymnasium, which may make it hard for attendees to hear Chris Herren’s presentation clearly. It was brainstormed to ask John Saville (local radio personality, community member, and DAY volunteer) if he has sound equipment that could be used, or to ask Guilford Parks & Rec if they have equipment that could be used.

Lastly, DAY was also invited to participate in the Guilford Fund for Education's BEE 9 - 9th Annual Adult Spelling Bee. A team was finalized for the Spelling Bee.