

**Special D.A.Y. Meetings for DAY Week Planning**

**Minutes**

**April 19 – 4:00-5:30pm**

**April 25 – 7:00-8:30pm**

**Attending:**

* D.A.Y. Staff: Karol Regan, Dana Hilmer
* Executive Board Members: Bo Huhn, Lisa Ott, Peter Palumbo
* Council Members: Sue Kruczek, Noreen Tucker and Alice Slate

**DAY Week Planning**

* **5K COLOR RUN IN PARTNERSHIP WITH LIFELINX – May 14, 10:00am at Guilford Fairgrounds**

**DAY is responsible for:** Logistics for the “color” portion of the race, publicity (with businesses, kids and schools), having kids do social media promotion, food trucks, volunteers (to further support Lifelinx volunteers and staff).

**Lifelinx will handle** all race logistics, timer, DJ, sound system, race and registration volunteers (DAY will provide more), sponsor signage, tables, water.

**Alice Slate** will obtain the color and buckets and coordinate the color portion of the race.

**Sue Kruczek** is trying to secure Nick Fradiani Sr. to sing after the race

**DAY will arrange to have Food Trucks at the race**. Peter will contact the Baked Potato truck, Dana will contact Taqueria Cinco and Noreen and Joanne will contact others: Naples pizza, Perk on Church, Caseus Grilled Cheese, the Cup Cake truck and Kit Kat ice cream truck.

**Volunteers:** We will ask DAY Council members and DAY and SADD youth leaders to help with the Color Run. Alice will ask the Coast Guard to provide volunteers if needed.

**Publicity:** DAY Week and the Color Run will be promoted on a full-page ad AND an editorial feature in the Guilford Courier on May 5th. Key points of article: We’ve learned that substance use is an issue with the youth in our community and if we as a community work to develop their assets the result will be less substance use. We have learned that the majority of our kids are making healthy choices and not using substances. Lorri is providing the reporter with names/contact info of the following people to interview for the article: Dr. Freeman, Joe Mazza, Lisa Ott and/or Peter Palumbo, and student leaders Danielle Ott, Jane Marchand, Gabby Palumbo, Anthony Slate, Dana Shelton and Christine Backes.

In addition to the usual email outreaches and social media posts Dana will set up a Facebook invite for the race and ask the Town of Guilford to do the same. Dana will also promote to the surrounding communities via Shoreline Share. The DAY student leaders will do a robust social media push. Lorri Hahn will promote to the school communities. Dana will put flyers around town. Alice Slate will spread the word to the PTO. And Dana will ask GCTV to feature the Color Run promotional video and will also connect with Kim Beckett to ask her to promote DAY Week and the Color Run/Walk to the sports teams in town. Additionally, Lifelinx created some nice big posters and Peter will bring them to Adams and Baldwin for display to promote the race.

**Donations:** Zuse providing race t-shirts, Bishops providing apples, Fresh Market will provide bananas and oranges.

**Color Run T-Shirts:** DAY working on logo for race and will forward to Lifelinx for feedback and approval. White shirt, purple lettering. Logo will be on front and sponsors on back.

**DAY Giveaways at Race:** At registration – obtain pledge signatures and hand out purple sport scarves (already ordered and in hand). Distribute purple ribbons at the finish line.

* **GENERAL DAY WEEK ACTIVITIES/PLANNING**

 **Shoreline Chamber of Commerce:**

Bo, Lisa, Alice, Danielle and Dana met with the Shoreline Chamber and they are thrilled to partner with us. They will send a letter to all Guilford Businesses asking if they’d like to take part in DAY Week and explain the details of the week. They will also provide participating businesses with flyers to promote DAY Week and the Color Run/Walk and also purple ribbon to decorate their businesses. Additionally, for those businesses interested in providing collateral material to give away at the race, they will organize that effort.

**Flyers and purple ribbon to be handed out at:** The polls (Tues. 4/26), around town, at the Melissa Jones Glow Run on 4/30, at churches on 5/8 and during drop off and pick up times at the schools. Discussed idea of having Bishops and Big Y have a big bucket outside to disseminate ribbons.

**Ribbon Blitz:** Sat. May 7th at 11:00 on the Green, across from The Marketplace. We will need volunteers and are asking DAY and SADD kids to help.

**Flags** – Sun. May 15 at Baldwin, Adams and GHS. Volunteers needed. Time tbd.

Bo, Peter, Lisa and student leaders Danielle, Anthony and Jane met with Dr. Freeman to discuss the flags and how best to highlight the fact that the majority of the kids in Guilford are choosing to lead a healthy lifestyle. It was agreed that purple flags will represent those that are choosing to live substance-free and that flagpoles (with no flags) will represent those kids that are choosing to use substances.

Bo is meeting with Joe Mazza on May 4th to obtain approval for displaying flags on the green.

**Community/retailer purple display:** May 14 – May 21

**Churches:** Student leaders will be speaking at the churches (St. George’s, 1st Congregational, Episcopal, and North Guilford) on Sunday, May 8. Flyers and purple ribbons will be distributed.

**Premium items:** Purple It’s Worth It wristbands and lanyards have been ordered and will be in hand on April 30th.

**Banners** – Dana arranged to have It’s Worth It banner across Route 1 but TBD as the town needs to fix pole for this purpose. The other banner we have can be used at the race and we can see if Bishops will display the week of May 16.

**Ribbon Cutting party:** We will likely have a ribbon cutting “party” on Friday eve (4/29). Time and location TBD.

**Signage:** Bo, Lorri and Dana will meet to coordinate the design and production of the signs that will accompany the flags on the Green and at the schools. Messaging will vary depending upon location to be placed and all will have a common closing tagline, something like: Be a Friend. Help each other. Be Purple. It’s worth it.

**Guilford Parks and Rec**. has agreed to light up the Christmas tree with purple lights. Bo or Peter will connect with Rick Maynard to obtain suggestions for race registration and also see how to obtain the stage trailer (used on the Green for Guilford’s Got Talent) for the Race.

**Adams and Baldwin:** Peter has arranged time for DAY to be at Adams and Baldwin to get kids to sign the purple pledge and give away flyers about DAY Week and the Color Run, purple ribbons, wristbands and/or lanyards, and purple cookies. Peter is asking for kids to help him in this effort and Lisa is trying to secure DAY volunteers and we are trying to obtain volunteers from SADD group.

Adams: May 2 and May 3: 11:00-1:00

Baldwin: May 11 and May 12: time TBD

**School activities:** The DAY kids are planning a treasure hunt and games at the schools and playing the DAY Week video. The video will also be created with students completing the affirmative statement “I am…” with a video finale of a group stating, “I’m worth it!” It was also mentioned that they’d like to include community leaders sharing why they value the kids in the community.

**Upcoming DAY Council Meeting Dates – Mark Your Calendars!**

* + D.A.Y. Coalition – Guilford Community Center
		- Tues. June 14 – 4pm
		- Tues. Sept. 13 – 4pm
		- Tues. Dec. 13 – 4pm