

**DAY Week/Color Run Recap Meeting Minutes**

**June 8, 2016**

**5:00-6:30pm**

**Attending:**

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

**Celebrating our Success:**

* **The Race for Recovery Color Run/Walk was a HUGE success!** 334 people participated in the run (over 3x the participation of previous years!) and $9,000 net was raised for LifeLinx to help those in our community suffering from addiction. The event was a wonderful way to bring people together to help those suffering from addiction and for kids to help each other make healthy positive choices. Food trucks were there for after race food and festivities and we were of course pleased to dedicate this year’s event to Nick Kruczek.
* **We were fortunate to collaborate with the Chamber of Commerce** to get the businesses in the community involved in DAY Week. The businesses helped promote the Color Run and DAY Week via flyers, decorated their storefronts with purple ribbons and handed out purple ribbons to their customers.
* **We decorated the town purple.** Once again purple ribbons were all over town, distributed in schools, at churches, the Glow Run and by merchants. AND they could be seen all over town: On the Town Green, in store windows, buses, police cars, mailboxes, trees…. Additionally we had a beautiful display of purple flags accompanied by signs with empowering messages. Flags were displayed on the Town Green, at GHS, Baldwin and Adams schools, in front of churches, the Community Center, the Library, the Superintendent of Schools building and Palumbo Automotive. The First Congregational Church once again had big beautiful purple banners decorating the front of the church and the Christmas Tree on the Town Green was once again lit purple.
* **At the schools:** A big victory! 1,985 Guilford students signed the Purple Pledge, stating: “I will make good decisions and support others. I will be true to myself. I will stand up to drugs and alcohol. I am good enough. Purple Proud.” Students that signed the pledge received a purple cookie and It’s Worth It lanyards or wristbands. Purple ribbons and flyers promoting DAY Week and the Color Run were also distributed. Also, at GHS, contests were run through out the week based on stats from our survey and rewarding those that wore purple. Additionally, Advisory happened to be during DAY Week and the entire Advisory period was dedicated to DAY Week messaging. Students watched the “I am” video produced by Anthony Slate and a conversation, led by teachers and guidance counselors, followed that further helped kids realize that the majority of kids in Guilford are substance-free.
* **Publicity:** The purple all around town was a constant visual message about living a healthy substance-free life. Additionally we benefitted from having a feature story prior to DAY Week and a front cover picture and small blurb of the Color Run in the Guilford Courier. Additionally hundreds of flyers were disseminated (at schools, churches, merchants) and hung around town and a full page DAY Week ad graced the back cover of the Guilford Courier. We are also pleased that DAY Week was promoted in the school newsletter and on the website. The Color Run was also promoted via a huge truck top sign by Alice Slate and Anthony Slate created a brief video promoting the Color Run that appeared on the televisions at GHS and also on GCTV. Anthony also created a longer video that was shown in Advisory meetings at GHS that featured students sharing “I am…” and community leaders sharing a bit about why kids in the community are valued.

**Follow-up:**

* **Interact check:** Lisa to schedule a time to receive the check awarded by Interact and to gather kids and create a photo opp so that we can try to obtain press coverage thanking Interact.
* **Press follow-up:** It was decided that we will write a humanitarian feature article (letter to the community approach) for The Guilford Courier talking about what it means to be a part of a great community and highlighting how the money raised from the Color Run will help those in need. The idea is to have this article be a collaborative effort between Lifelinx and Guilford DAY.
* **Thank you letters/gifts:** Dana will spearhead this effort. Ideas discussed are as follows: 1) A framed picture and thank you note to be sent to: principals of each school, Joe Mazza, Rick Maynard, and Paul Freeman. 2) A thank you note with DAY Week collage picture to be sent to Sean Scanlon, Sue Kruczek, Lifelinx, Zuse, the gift certificate donors, the Chamber of Commerce and the churches. Please chime in with additional ideas, and of course with anyone that might be missing!

**Suggestions for next year:**

* **Color Run/Walk:** All are eager to do it again next year and this time we are likely to schedule for the first weekend in May.

**Here are some of the suggestions we briefly discussed:** 1) have a stage and a sound system for announcements, 2) have more volunteers and a better system for people registering day of event, 3) need to mark the running route better (with purple flags or ribbons of course!), 4) use durable buckets for the color, 5) have a biker before the first runner and after the last runner, 6) provide a map of route at registration, 7) have water stations (with little cups) instead of water bottles, 8) have lots of water at the end of the race, 9) set up earlier because racers arrived while we were setting up. 10) should have music and stage near food trucks so not in the line of the color. As for volunteers: suggested that we have two volunteers to give out water with Lifelinx personnel, need 4-6 people throwing color at each station and these volunteers need to be available for the whole race. The adult plus two volunteers helping with parking went well.

**The following are some DAY Week suggestions:** 1) Start earlier!!! Planning/budget in the fall, coordination in January and publicity at least 2 months prior to DAY Week. 2) Idea to have a DAY Week sticker on cover of The Courier and to explore if we can have a purple ribbon delivered with every paper. 3) Sell the purple flags as a fundraiser, 4) collaborate with Chamber of Commerce again, but much earlier. 5) Have prominent buckets with purple ribbons at key retailers and promote, 6) schedule DAY Week to correspond with Advisory again. That worked very well

**CADCA and Youth-to-Youth Conference:**

* Discussed sending Anthony and perhaps another male student leader to one of the conferences this year. The guys have not yet had the opportunity to attend these conferences. The CADCA conference is in Las Vegas from July 17 to July 21 and the Youth-to-Youth Conference will be held in Rhode Island from July 28-July 31. Alice Slate will circle back regarding Anthony’s availability and a final determination needs to be made. Registration deadline for CADCA is June 24th and for Youth-to-Youth is July 14.