MINUTES

YOUTH COMMITTEE REGULAR MEETING
Thursday, March 26, 2015, 7:30 p.m.
Council Chambers (5938 Kauffman Ave.)

1. **CALL TO ORDER**
   Committee Member Lin called the Youth Committee Regular Meeting to order at 7:36 p.m.

2. **ROLL CALL**

PRESENT:	Committee Members Dodge, Lin, Mok and Scigliano. Member Weisz arrived at 7:43 p.m. and Member Lee arrived at 8:02 p.m.
ABSENT:	Committee Member Trinh
ALSO PRESENT:	Mayor Chavez, Parks & Recreation Director Burroughs, Management Analyst Chung.

3. **PLEDGE OF ALLEGIANCE**
   Committee Member Lin led those present in the Pledge of Allegiance.

4. **APPROVAL OF MINUTES**
   Committee Member Dodge moved to approve the minutes of the Youth Committee Meeting of February 26, 2015, seconded by Member Mok and carried by majority vote: 4 in favor, 3 absent.

5. **UNFINISHED BUSINESS**
   A. Reports from Working Groups
      Camellia Festival Working Group: Following the festival, the Working Group members will be putting together a recap to be presented at the Council Meeting on April 21. Members will also provide an overview of ongoing and upcoming projects, and promote the upcoming recruitment.

      General Plan Working Group: Last meeting, the City's General Plan team conducted an exercise with the Youth Committee.

The Committee will be responsible for designing some sort of outreach exercise to engage larger youth audiences.

The Little Libraries Working Group is still holding meetings. The team is currently researching feasibility and opportunities for engaging stakeholders.

6. PRESENTATIONS

None.

7. NEW BUSINESS

A. Communication & Outreach

Management Analyst Chung led a discussion on the strengths and weaknesses of existing communications tools, and asked members to provide input on enhancements. Members weighed in on the pros, cons and challenges of social media, and maintaining a Youth Committee account.

Strengths. The City's social media is getting youth engagement. Several members noted that their peers seem to enjoy seeing photos of themselves on the City's pages.

Weaknesses. The existing blog is not working because not many people use blogs. Pursued media should be graphically driven and reduce the amount of text. Members also believe there is a gap between the schools and the City, and would like to see more collaboration. Mayor Chavez noted that the Committee misses a big opportunity during summer Concerts in the Park. Other members agreed to reconsider the summer vacation, and have Youth Committee remain active during the summer months—though some raised concerns about conflicting vacation schedules. Nonetheless, it was agreed to potentially use the summer for orientation and Committee planning.

Challenges. Since recent Facebook policy changes, it is difficult for pages to reach followers. Twitter does not have as many restrictions, but several members raised the issue that not many teens use Twitter.

Opportunities. Social media used by youth are Instagram and Snapchat. It was agreed that the purpose of any social media account would be to increase engagement with Temple City,

not only through issuing news about City Hall, but general engagement of local history, landmarks, community life and businesses. Members also talked about promoting programs with flyers throughout the community and at school through the bulletin, as well as onsite visitations.

Communications & Outreach Working Group. A working group was established tentatively with Committee Members Lee and Weisz to develop new communications tools.

General Plan. The Committee discussed how these tools might be applied moving forward and developing an outreach plan for the General Plan.

Recruitment. Application period is opening in April with a deadline of May 31. A Working Group was formed with Committee Members Dodge and Lee to coordinate outreach.

Council Update. The Camellia Festival Working Group will be presenting an update to Council on April 21.

B. Youth Engage Conference
It was agreed that the Youth Engage Conference be held biennially. This not only allows time to plan, but from the youth perspective, it keeps the event from "getting old."

8. UPDATES FROM STAFF

Management Analyst Chung informed the Committee that she will be leaving in May for New York. A new staff will likely be introduced at the next meeting.

9. REPORTS FROM COUNCIL AND COMMISSION LIAISONS

A. City Council. Mayor Chavez provided updates from recent City Council meetings.

B. Parks & Recreation Commission. Committee Member Lee was unable to attend.

C. Planning Commission. Committee Member Lin was unable to attend.

D. Public Arts Commission. Committee Member Trinh was absent but Management Analyst Chung shared her meeting notes.

E. Transportation & Public Safety Commission. Committee Member

10. ITEMS SEPARATE FROM THE REGULAR AGENDA

Member Lee mentioned that the school bond construction is started and many students are interested in the progress. This attention on infrastructure might be a way to get people interested in the General Plan.

11. PUBLIC COMMENTS

None.

12. ADJOURNMENT

The Youth Committee Meeting was adjourned at 8:48 p.m. to the next regular meeting on April 23 at 7:30 p.m. in Council Chambers.