

ASSETS FOR YOUTH WORKGROUP  
MEETING MINUTES  
AUGUST 13, 2004

Virginia National Bank  
12:00pm-1:30pm

**Members Present:**

David Brown  
Lee Davis  
Johnny Ellen  
Amy Smith  
Kala Somerville  
Mike Svetz  
Bob Taibbi

**Staff Present:**

Saphira Baker  
Linda Rahman

**Handouts**

Agenda for August 13, 2004 Meeting  
Minutes from July, 2004 Meeting  
Assets for Youth Engagement Study-Draft  
Youth Engagement Study Draft Outline  
Youth Engagement Study Recommendations  
CCF Legislative Agenda 2003  
After School Activities Directories

**I. Welcome/Introductions**

S. Baker called the meeting to order, welcomed participants, and thanked them for attending. She stated that she would like to use this meeting to discuss and confirm the directions the members would like to take regarding the publications and recommendations, how to engage other people in the community in these projects, and to briefly look at the CCF legislative agenda. S. Baker gave a re-cap of July's meeting/action steps.

**II. Youth Focus Group Results**

S. Baker inquired if the members had a chance to review the draft of the Assets for Youth Engagement Study report. All members agreed that the "Youth Voices" report should be considered separate from a final work group report with team recommendations. The members discussed the activities involving the Parks and Recreations Department and how they may need to be better marketed. It was noted that most of the gyms were tied up in the evening and were not open to any youth at that time.

Members reviewed and approved the Assets for Youth Work Group Report – Draft Outline.

**III. Review of Draft After School Brochure for Fall Distribution**

S. Baker gave a brief background on the after school activity brochures and noted that they needed to be finalized in time for the first week of school. Members reviewed each of the brochures and the following comments were noted:

- Change Rec Center location for Friendship Court to Friendship Court instead of Garrett Square.
- Include blurb that Assets for Youth Work Group produced the brochure to increase awareness of after school activities.
- Add contact information if someone wants to contact us to be listed in the brochure for next year.

- Add TeensGive information to brochure.
- It was noted that the City's web site is difficult to navigate. A direct URL for the Rec Departments and Housing Department was recommended.
- Addresses should be added to locations.
- Teensight not listed in Middle School brochure.
- Under Young Women Leaders Program, verify commitment to program is 18 months; 18 months seems long.
- Remove "Choices" as it is not appropriate for this brochure. It is an enrichment program at the school with no direct service to kids.
- No hours are listed for Sixth Street Family Computer Club.
- Under City Recs – 1) swimming pool is not open to all, 2) the Carver Center is used for City Leagues, 3) add "Call and check individual programs for activity hours or call for specific hours", 4) add outdoor golf program on Saturdays through October, and 5) add skateboard, in-line skating and bike routes.

S. Baker stated that CCF did not receive the grant they had applied for to print the brochures for distribution to each child in the Charlottesville/Albemarle schools and she is looking at the CCF membership for their help in printing costs. If no monies are received, she stated that a limited number of brochures will be produced by copy machine and dropped off at each of the schools. She noted that the deadline for completion is next Wednesday, August 18<sup>th</sup>. K. Somerville suggested contacting Lexis Nexus to see if they could print at cost. L. Davis suggested each school print their own copies on colored paper.

#### **IV. Recommendations**

Recommendations were reviewed and members prioritized the following top three issues:

1. Youth Engagement/Social Connection
2. Lack of Opportunity
3. Coordination

Members discussed increasing public transportation but felt at this time, it was not a particular solvable problem. Strategy recommendations were discussed and the following comments were made:

1. Youth Engagement/Social Connection
  - Strategy 1.1.1. (Involve youth in planning, outreach efforts, and ownership of youth programs.)
    - Suggestions included having an activity fair – train a group of youths to organize and run a school fair. Have kids from each agency as ambassadors.
    - Suggestions to consider: a City wide/County wide Youth Council. Have guidelines on what the students would get out of it, an application process and time limit. Have the Youth Council be task oriented.
  - Strategy 1.1.3. (Create a "youth engagement" toolkit.
    - Favor interactive approach with kids.
    - Share best practices with and among agencies instead.
    - Have a "Top Ten" list of effective strategies for involving youth.
    - Have someone at the Commission call and touch base with agencies on the effective strategies for involving kids in programs.
    - Commission to provide technical assistance training on dealing with youth.
    - Train agencies on youth engagement and then, have in place links on website to provide information, hold workshops and an annual conference, and publish a newsletter, this might be modeled on past training such as, "Understanding families and children in poverty".

Members agreed resources should be invested on youths and recruiting kids as ambassadors for programs. M. Svetz has a template with a charge to kids on getting other kids involved. K. Somerville volunteered to help with a Youth Council but noted that more adult mentors are needed.

2. Lack of Opportunity

Members agreed that the top two strategies were strategy 3.2.2., Address the reported alcohol and substance use on weekends by teens, and 3.3.2., Plan a marketing campaign to attract youth to community programming potentially with the aid of “Teen Planning Council” to be teen-friendly and reflect the youth community as a whole. Develop and distribute promotional campaign materials to media outlets that youth and parents use.

Strategy 3.1.1., Keep school gyms and computer labs open later for student use. Members felt kids would find concerned teachers not “cool” enough.

Strategy 3.3.1., Distribute updated print information on after school programs to schools, agencies, youth and their parents in the fall. This is in the process of being completed.

Strategy 3.2.3, Conduct a feasibility study on expanding weekend and evening hours of programs would be a challenge with facility issues.

**V. Next Steps**

Tabled until the next meeting.

**VI. Legislative Agenda**

S. Baker reviewed the legislative issues for inclusion in the fall legislative packages of City of Charlottesville, Albemarle County, and the Thomas Jefferson Planning District Commission to Virginia General Assembly, submitted by the CCF Work Groups, which was previously distributed. Members did not add any legislative issues or make any comments. S. Baker asked members to please email her if they have any issues to add to the legislative package.

**VII. Next Meeting Date**

S. Baker stated that the next meeting would be September 10, 2004.

◆ **THE NEXT MEETING OF THE ASSETS FOR YOUTH WORKGROUP HAS BEEN RESCHEDULED TO OCTOBER 8TH AT 12:00PM IN THE VIRGINIA NATIONAL BANK BOARDROOM, 2<sup>ND</sup> LEVEL.**