

Youth Commission
Wednesday, August 24, 2022
Zoom
5:30 pm

Members Present – S. Segura, G. Arias, R. Flores, B. Hernandez

Others Present – S. Smith

CALL TO ORDER

The meeting was called to order at 5:36 pm by Mr. Hernandez. He stated that a quorum is not present.

PUBLIC COMMENT

None.

BERKS HISTORY CENTER

Ms. Arias stated that she was unable to attend the tour.

The group determined that ideas for future events include:

- ROTC drill team performances and exhibit
- Step team performances and exhibit
- Local boxing history and current boxing events

Mr. Flores stated that he attended the tour. He stated that the Berks History Center (BHC) needs to increase awareness of exhibits and events to its neighbors.

Ms. Arias agreed and suggested an increased social media presence. She suggested that the BHC and other local attractions be featured on Youth Commission social media. The group agreed with this approach and stated that it would also increase content for the Youth Commission sites.

Ms. Segura suggested that the BHC also collaborate with the Reading School District for field trips to increase awareness.

2023 BUDGET REQUEST

Mr. Hernandez questioned how the Youth Commission would request funding. Ms. Smith explained the City's budget process and stated that she would make the request.

After a brief discussion, the Commission will request \$15,000 for 2023 to include the following:

- SWAG giveaways – lanyards, pens, etc.
- Shirts for Commission members
- Purchase of interactive games for both indoor and outdoor events
- Refreshments
- "Rap the Vote" event
- Sponsorship of open mic nights
- Meet and greets
- Tripod and microphones to tape social media posts

UPCOMING MEETING SCHEDULE

Ms. Smith suggested a Doodle poll to reevaluate the best meeting day and time now that the new school year has begun.

OTHER MATTERS

- Business cards

Ms. Segura questioned progress on the Youth Commission business cards. Ms. Smith stated that Commission members were sent several mockups. She stated that she will resend them so the final version can be chosen.

- "Let's Keep Talking Tuesday" social media posts

The group noted that the videos that they recorded have not yet been posted on social media. Ms. Smith stated that she will follow up with Mr. Crespo.

Ms. Arias suggested that the Commission film future segments at the library.

Mr. Hernandez stated that after the purchase of the tripod and microphones, the videos can be recorded anywhere.

- Teen Café sponsored by The Village

Ms. Segura stated that The Village has approached the Youth Commission about assisting at their Teen Café. She stated that the Café will be located near City

Park and will occur every Friday evening beginning in late September or early October.

Ms. Arias expressed the belief that this would be a great way to engage with the community. She suggested that Commission members rotate when they will volunteer.

- Halloween Event

Mr. Hernandez noted the need to begin planning this event. He stated that last year's event had a great deal of support from the Mayor's staff and the Managing Director.

Ms. Smith stated that she will send an email to the Mayor and Managing Director to get the conversation started.

MISSION STATEMENT

Ms. Arias noted the need for the Youth Commission to have a mission statement so that its message is clear.

Ms. Smith stated that the Commission was given a "purpose" in the enabling legislation and this would be a good place to start working on the mission statement.

"RAP THE VOTE" EVENT

Ms. Arias suggested inviting local artists to participate and the League of Women Voters of Berks County to assist with voter registration. She suggested inviting other social agencies to participate and noted the need for this to be a social gathering. She noted the need to begin planning the event.

Mr. Flores agreed that planning should begin.

Ms. Smith stated that the deadline to register to vote in the November general election is Monday, October 24.

The group chose Tuesday, October 4 from 6 – 8 pm. Ms. Arias will approach Mr. Waples about holding the event at "Custom It".

NEXT MEETING

Mr. Hernandez stated that there are many homework assignments from this meeting.

The next meeting of the Youth Commission will be held based on the results of the Doodle poll.

The meeting adjourned at 6:35 p.m.

Respectfully submitted by
Shelly Smith, CMC
Deputy City Clerk