

Youth Commission
Wednesday, November 1, 2023
Penn Room
5:00 pm

Members Present –M. Tavaréz, R. Flores

Others Present – S. Smith, W. Butler, G. Arias, H. Adams

CALL TO ORDER

The meeting was called to order at 5:05 pm by Ms. Tavaréz. She stated that a quorum is not present.

PUBLIC COMMENT

None.

PRESENTATION – BCTV PROGRAMMING

Ms. Adams introduced herself and explained that there are two television channels available – BCTV and Municipal Access (MAC). She stated that BCTV also has a web presence 24 / 7 and a YouTube channel. She stated that BCTV works to empower and engage residents in their community.

Ms. Adams stated that the Youth Commission, as an agency of the City, has access to all the benefits of BCTV. She stated that programming can be done via Zoom, pre-taped and submitted electronically, live in the studio, or clips that have already been filmed. She noted her hope to learn how the Youth Commission wishes to use BCTV so that their goals are met.

Ms. Adams stated that the Youth Commission can also be part of the MAC content. She stated that this channel also runs 24 /7 and there is time for additional programming. She stated that BCTV can assist with press releases and public notices. She stated that the Commission can also submit photos of events that can be shown between regular programming.

Ms. Adams explained that public funding for BCTV and the MAC channel are regularly negotiated with Comcast and that they also do private fundraising. She stated that BCTV was founded in 1976 and that they will soon begin celebrating their 50th anniversary.

Mr. Butler thanked Ms. Adams for this helpful information.

Ms. Adams questioned the type of content that the Youth Commission wishes to produce. Ms. Arias stated that these specifics are still being worked on. She noted her hope to post photos of events. She questioned if waivers are needed for those under 18 since the events are public. Ms. Adams expressed the belief that waivers are not needed for public events. Ms. Smith stated that she will verify this with the City's legal staff and confirm.

Ms. Adams stated that many events require the signing of a waiver to participate.

Ms. Adams stated that Mr. Furdyna will create a Drop Box account for the Youth Commission so that content can be submitted electronically.

Ms. Arias suggested that the Commission submit the "Let's Keep Talking" videos that have already been produced along with photos of events that they have participated in. Ms. Smith also suggested submitting the recruitment video. Mr. Flores suggested submitting the "Let's Meet the Commission Members" videos.

Ms. Arias also noted the group's hope to begin a podcast.

Ms. Adams stated that BCTV can share videos that have already been produced. She stated that the studio can also be used to create content. She explained that the audio from a video can be separated and can be used as a podcast. She stated that BCTV is currently exploring podcasts but that this project hasn't launched yet.

Ms. Adams noted the need for the Commission to remember that this resource is available to them. She stated that she is currently on sabbatical from BCTV to work on bringing Spotlight, PA news to Berks County but she continues to check her BCTV emails. She stated that she has been participating in listening sessions and many people state that they are not aware of what is happening in their community. She stated that the BCTV YouTube channel has 1.5 million watch minutes per year.

Ms. Arias questioned if a regular schedule is needed. Ms. Adams stated that shows can be produced or submitted whenever the Commission wishes to do so

and do not need to be regularly scheduled. She offered a tour of the studio for those who would like to see it firsthand.

Ms. Smith stated that the channels also replay programming to fill time.

Mr. Flores expressed the belief that that is a great opportunity.

Ms. Adams left the meeting at this time.

Members did an ice breaker describing the show they are currently binge watching.

TREASURER'S REPORT

Ms. Smith stated that the only new expenses in October were \$118.66 for the supplies for the Glow Run and \$49.87 for Halloween on Penn.

SOCIAL MEDIA REPORT

Ms. Tavaréz stated that Ms. Aponte still does not have access.

2024 BUDGET PLANNING

No discussion.

EVENT PLANNING

- Halloween on Penn

Ms. Tavaréz stated that it was unorganized at the beginning but was a good turnout. She stated that the Youth Commission helped with pumpkin decorating and did face painting. She stated that there were constant lines.

- Glow Run

Ms. Arias stated that some of the supplies purchased only glowed under a blacklight but that everyone still looked good.

Ms. Tavaréz stated that the Youth Commission also did face painting. She stated that there were sneaker and clothing give-a-ways.

Ms. Arias expressed the belief that the Youth Commission's sponsorship of the program was successful. She stated that the run should have been a 5K but that it was cut short.

OLD BUSINESS

- Let's Keep Talking Videos

Ms. Tavaréz suggested that the videos that have already been produced be provided to BCTV.

Mr. Flores noted the need to discuss this topic when more members are in attendance. He noted the need to determine how the videos will be produced and what topics will be discussed.

Ms. Tavaréz suggested discussing this further at the next meeting.

Ms. Arias stated that she will submit the videos that have already been produced. Mr. Flores agreed.

- Video Contest

Ms. Tavaréz questioned if the Commission was still committed to this project. Mr. Flores stated that it would depend on Ms. Aponte and Ms. Pérez.

- Sister City Relationship with Reutlingen, Germany and Reading, UK

Ms. Smith stated that she has no new information.

- Adopt-A-Block

Mr. Flores noted the need to choose a block.

Ms. Smith stated that the Commission would need to clean the block once a week for a period of two years. She stated that members can take turns doing the clean-ups.

Ms. Arias suggested that two people be scheduled for each clean-up. She suggested having several block options and voting on which location will be adopted.

Ms. Tavaréz suggested the 1200 block of Elm St near Central Middle School.

Mr. Flores suggested having a block near a park or playground.

NEW BUSINESS

- Review & amend List of Interests

Ms. Arias suggested adding "Community Unity"

- Thanksgiving Food Distribution

Ms. Arias suggested participating in a food distribution event. All members in attendance agreed.

Ms. Smith stated that she will check with the Mayor's office to see if he is participating in an event that the Youth Commission can also attend. She stated that if he is not, she will check with Helping Harvest to see what assistance they need.

Ms. Tavaréz stated that she will also be participating in an event at the "Veterans Making A Difference" Center. She stated that a meal will be served. She suggested that the Youth Commission partner in this event before committing to serving a meal themselves.

Ms. Smith stated that food can be purchased with the Commission's budget.

- The Village

Ms. Arias stated that Ms. Harris has already resigned. Mr. Butler agreed and stated that they are currently searching for another Director.

Ms. Tavaréz stated that Ms. Harris is a great resource.

NEXT MEETING

There will be no meeting in December. The members will visit Christmas on the Mountain in place of a meeting.

2024 meetings will be scheduled once all members have their spring class schedules.

The meeting adjourned at 6:02 pm.

Respectfully submitted by
Shelly Smith, CMC
Deputy City Clerk