

Program Advisory Committee
February 16, 2022 Meeting Notes
Follow Up/Action Items

Present

Nick Popoff

Jennifer Bessey

Emily Bryson

Jen Van Allen

Leigh Kirchner, Aging in Place

Lisa Stragglitto, YCS Program and Office Supervisor

Mike Caron, YCS Assistant Director

1. Need to promote and raise awareness about:

- a. Get the word out about opportunities to:
 1. Participate! New guide coming soon; registration starts March 7
 2. Volunteer (talk to YCS & YCAN about most pressing needs)
 3. Donate/financially support (YCS, Lunch Crunch, Scholarship Fund)
 4. Obtain financial support or other help if you need it (scholarships, GA, & SMAA)
 5. Work as Group & Program Leaders for YCS Summer Camp
 6. Out & About Field Trips for Adults (JVA can draw up press release)

- b. Leverage local communication channels for promotion
 - i. Create a press release to send to forecaster to get free coverage
 - ii. Creating an ad for Forecaster that can be repurposed for Town web sites & social media. Outreach Jillian Werb, who does some in-kind work for the Coronavirus Task Force

2. Need to recruit more teachers & leaders for programs where demand outruns supply

- a. **Art**
 - i. Yarmouth Art Alliance - Kyo Bennai
 - ii. Bickford Education Center - TBD
 - iii. Amanda Mitchell/Firehouse Arts
 - iv. Yarmouth Schools art teachers YES - Emily Landry, Charlotte, Chakki,
 - v. Freeport Arts

Dear XYZ organization:

There's been great demand from families and older adults for more art classes, which we'd like to provide. There's just one problem: We don't have anyone to teach them.

Would any of your members be willing to lead a small group for a an XYZ-week time frame for kids and/or adults? Classes could be arranged at your convenience. YCS handles all the signups. You set the price, Fees range from XYZ to XYZ

2. April 1 April Scoop Day — Spring Cleanup

- a. Engage Middle- and High-school students in the E Day Cleanup
 - i. YHS Green Voices Society
 - ii. HMS Student Leadership Team
 - iii. CEES - Community for Energy Efficiency & Sustainability
- b. Amp up Public Education effort.
 - i. Develop Signage & promotion to explain how and why pet waste contaminates our water, air, and risks sickening pets and people who want to enjoy the park
 1. Jillian Werb?
 - ii. Promote the event on social media/web sites/ JVA can do press release

3. Update events & traditions to make them more inclusive

- a. Valentine's Day 2023 event - "For the Love of Yarmouth"
 1. Photo booth -- <https://www.themainephotocamper.com/>
 2. Outreach to library on crafts
 3. Yarmouth Art Alliance -- similar to what they've done in the Community Nights at the Pond//Graffiti under the bridge?
 4. Estabrook's for flowers - fundraiser for the YCS scholarship fund
- b. Winter Holidays 2022 -- Building on Light Up Yarmouth
 1. Outreach
 - a. Bath, Belfast, Cumberland & Towns of similar sizes to find out what worked, and what lessons they learned the hard way
 - b. library about potential partnership
 - c. middle and high school to engage their civil rights teams
 - d. Yarmouth school department's diversity, equity, inclusion task force