

Meeting Minutes

Anti-Black Racism Working Group: Youth Subcommittee

Wednesday, November 24, 2021, 6:30pm

Online – Zoom Web Call

Attendees: Stephen Linton, Carwyn Holland

Library Staff: Elaine Knox, Brady Williamson, Joel Sutherland

Absent:

1. Question: Next meetup time:

- Stephen – reconvene in January
- Carwyn – Please no Monday day or Tuesday Evening
- Stick with fourth Wednesday of Month, but in Jan, that would be Jan 26
- So **Jan 5 @ 6:30pm** is our next meeting
- Joel Thoughts:
- Brainstorming last meeting for ways to connect with Youth
- What is the first thing we want to do?
- Getting another youth representative who is actual youthful after Romina had to leave
- High Schooler? Young adult? Placement for college or Uni
- Could be rotational – link it to HS terms?
- Carwyn could advance this as an initiative
- TAG member – could reach out to Tiara
- Trivia Josh – could reach out to him for a young adult option
- **So we can pursue all these options:** Even if we get multiple volunteers, some may be busy certain nights
- Joel just has to check with Senior management on changing purpose of volunteers
- Get them to start in Jan for the Jan 5 meeting if possible

2. Digital Survey

- Review: surveys are dull
- So we want to spice it up
- Stephen saw a single question Instagram survey –
- Monthly question – one per month, presented as an Instagram survey
- Carwyn approves, notes digital marketing is heading in this direction. Short, sharp question. Doesn't intimidate or make people instantly bored
- Joel notes we need to make sure we determine exactly what we want to answer, but he likes the simplicity

- Carwyn notes this is as a social media strategy, including spacing it out month over month
- Different youth with different social media platform
- But we need to target just Pickering, mainly: need to talk to social media manager
- What about discord?
- EK says that might be our best immediate bet
- Carwyn also reminds us not to count out Facebook
- Suggests we use a full variety of social media – gram, FB, snapchat
- Stephen mentions that schools have social media handles for the student body at their HS’.
- Stephen mentions the tikok/insta personalities in Pickering
- Are we following them? And can we bring them aboard to help (and do we have the resources for that)?
- Brady suggests reaching out to TAG at next meeting – checking with Sam about student body Instagram

3. Survey Questions

- Stephen: Let’s look at previous survey
- We need to check with Sabrina to get that
- Carwyn wanted to know about social media manager – Joel said that’s Sabrina’s area. Brady added in that Sabrina’s got a lot on her plate besides that
- Joel mentioned there’s a new city position for that – maybe we can reach out to them
- Carwyn suggests we could reach out through some of the youth groups in the city – we could do some research to find them
- Then reach out to get them onboard
- They may have existing programs of these areas
- Joel: can we connect with the city’s ABRWG and youth groups?
- EK can reach out to PAC, we can also connect to some of the people involved in the RISE event
- Stephen knows the RISE group and has worked with them before – founder- v www.riseedutainment.com
- Carwyn suggests checking his sixteen-year-old son’s network and see if there’s anyone
- He works with other youth about goal setting, etc. and has a big following
- Carwyn suggests **we re-share the survey with our subcommittee so we can mark it up**
- suggests we get the survey ASAP from Sabrina, distribute it to team, so we can come back and power through it next time
- Then set a time for everyone to respond with suggestions. Combine these behind scenes.
- Give heads up to social media person – these things will be coming down, get out of the starting block fast in January
- Pick the good questions, strike out the others, put the good ones in priority order

- Use creativity with social media