**Marketing Committee**

**Meeting Agenda**

**Wednesday, May 3rd at 7 pm**

**NOTES ESC**

**Join Zoom Meeting**

[**https://us02web.zoom.us/j/82297833370**](https://us02web.zoom.us/j/82297833370)

**Join by Phone: 646 558 8656**

**Meeting ID: 822 9783 3370**

**Passcode: 604146**

Agenda

1. Call to Order – **Meeting called to order by Marketing Committee Member Ellen Crafts at 7:04 PM – In attendance were Umberto Torrelli, and Genevieve Morales. Motion UT/Second GM.**
2. Approval of the April minutes – **Approved by all**
3. Review of other town websites and census information – this will be review by Darcy in Town Hall as well as Selectwoman Nestor. – **Ellen Advised that Carolyn Hill is setting up a meeting with First Selectwoman Nestor to review the deck and findings on the project lead by Umberto Torrelli. The committee is to give all notes to Umberto and will be advised of the date if they wish to attend.**
4. Weston Arts update – guest Sally Eiler for updates – **Sally gave an overview on the Weston Commission for the Arts and the Weston Arts non-profit. They serve the town with grants to the schools and students and support community arts events. The upcoming events are the Photo Exhibit at the Weston Library on May 5, The Red, White and Blue Music Event May 27 at the Memorial Day Fair, and the annual Weston Arts Festival slated this year for July 8 & 9. Sally asked for help in promoting the events and their work. The committee said they would share any social media images and copy to town websites and social media channels to assist. The committee also brain stormed on promotional ideas to draw more attention to the July event with a children’s art contest component and also advised on creating an email capture on their social media pages.**
5. Weston 5K update - **THE EVENT ITSELF IS ON MAY 27TH -** [**https://www.weston5k.com**](https://www.weston5k.com)**. And will be part of the annual Memorial Day activities in Weston. If they have a graphic to share on Town Social Media Channels we will post.**
6. New Business **– Umberto Torrelli asked about creating a Memorial Day Weekend Schedule like last year. We discussed putting together all the info we have and seeing what we can come up with for 2023.**
7. Adjournment – **Adjourned at 7:43 PM. GM motion/UT second**