**Marketing Committee**

**Meeting Agenda**

**Wednesday, April 5, at 7 pm**

Agenda

1. **Call to Order** – Meeting called to order by Marketing Chair Carolyn Hill-Bjerke at 7:02 – in attendance were committee members – Ellen Crafts, Umberto Torrielli, and Genevieve Morales
2. **Approval of the February 1st, 2022 minutes & the March 1st 2022**

Notes were voted on and approved

1. **Update Beautification Committee Assistance with the upcoming Boulder campaign for the Town Green project.** The project was cancelled.
2. **Review of other town websites and census information –** Can we make a deck for the BOS – Committee Member Umberto Torrielli helped the team review the Google Sheet reviewing the neighboring Town websites. Umberto was looking to highlight three things that those towns do well with their sites. It was discussed to figure out what’s best to include for the Weston site. The Town sites reviewed were Westport, Fairfield, Easton, Wilton, Ridgefield and Redding. A full discussion ensued. The deck also includes the latest Weston population information from 2021. The committee then discussed gathering information on new Weston residents and agreed that the best way to do that and disseminate important town information was via the website. The marketing committee will be making recommendations to the First Selectwoman, including a new page for the site called Welcome to Weston.
3. **New Business** – no new business
4. **Adjournment** – Meeting was adjourned 7:51 pm