**Marketing Committee**

**Minutes**

**Wednesday, January 24th at 7 pm**

**(special)**

**Zoom**

**Agenda**

1. Call to Order – The meeting was called to order by Committee Chair, Carolyn Hill Bjerke. Committee member, Genevieve Morales was in attendance.
2. Weston Organics Program – Food Scrapes at the Transfer Station

The Marketing committee is working with the Weston Sustainability Committee to promote the new Food recycling program that will start March 2nd at the Transfer Station. The Sustainability Committee will be creating lawn signs, brochures and more. They created a flyer that Carolyn sent over to Town Hall to print. She has to go get the copies for distribution on town bulletin boards at the library, Post Office, Caraluzzi’s and more.

1. Review – Beginner’s Guide to Weston – Carolyn & Genevieve made their additions to the Guide and sent it back to Town Hall.
2. Next steps to the website upgrade – new Town Administrator

The committee discussed the new administrator coming to Weston. The Marketing Committee will find where on the list of priorities upgrading the website is.

1. New Business – Carolyn talked with the co-chair of the Beautification Committee, Claudia Hahn. They are searching for a boulder to complete the Veteran’s Memorial. Claudia sent the flyer over and the Marketing Committee will work on getting the word out via social and flyers and emailing neighbors.
2. Adjournment – The meeting was adjourned at 7:12 pm.