**Marketing Committee**

**Meeting Mintues**

**Wednesday, February 7th at 7 pm**

**Zoom**

**Join Zoom Meeting**

[**https://us02web.zoom.us/j/88616627802**](https://us02web.zoom.us/j/88616627802)

**Meeting ID: 886 1662 7802**

**Join by Phone: 646-558-8656**

**Passcode: 366632**

**Agenda**

1. Call to Order – the meeting was called to order by the Chair, Carolyn Hill-Bjerke. Committee members Genevieve Morales and Umberto Torrielli were in attendance.
2. Weston Organics Program – Food Scraps at the Transfer Station – the committee review the marketing plan and materials shared by the Sustainability Chair Nicci Wiese. Carolyn picked up the flyers from Darcy in Town Hall for distribution. So far she has placed one at the Library. She will place them at Caraluzzi’s as well as the Post Office, which was Genevieve’s suggestion. Umberto will post the flyer on the Dad’s of Weston FB group as well as the Town Instagram. The Town IG had been something past Committee member Ellen Crafts was handling. But, she has stepped off the committee. Umberto will reach out to Darcy to ask for the correct login information.
3. Boulder Initiative From the Beautification Committee – Carolyn explained that she had been in touch with the Beautification Chair, Claudia Hahn. They are looking for a specific size boulder to finish up the Veteran’s Memorial at the Town Green. Carolyn posted the flyer on the Moms of Weston FB Group and to the Weston Town Bulletin Board. Umberto will get the flyer onto the Dad’s of Weston FB Group as well as the Town Instagram.
4. Review – Beginner’s Guide to Weston – Carolyn & Genevieve had added their notes to the guide. Carolyn sent a copy to Umberto in case he wanted to add anything.
5. Next steps to the website upgrade – new Town Administrator – with the new Town Administrator starting, Carolyn will reach out to Town Hall and see if they want to schedule a meeting to talk about updating the website
6. New Business – Carolyn pointed out that Speak Up ! will be coming up at the Weston Library on Saturday, March 2nd. Any neighbors who have complaints or concerns should attend the meeting. Carolyn will be there in her capacity as Marketing Chair.
7. Adjournment – the meeting was adjourned at 7:17 pm