

**Marketing Committee  
Minutes  
Wednesday, April 3, 2024 at 7 pm  
Zoom**

1. Call to Order – the meeting was called to order by Chair, Carolyn Hill. Geneiveve Morales was in attendance.
2. Weston Organics Program – Food Scrapes at the Transfer Station – Update – the committee discussed the promotions that were done for the Organics program by distributing fliers and using social media.
3. Boulder Initiative From the Beautification Committee – Update- Carolyn had spoken with Claudia Hahn of the Beautification Committee and she was contacted by a real estate management company that was going to allow her to chose the boulder she needed. Claudia was able to connect to the right person per the social media outreach done by the marketing committee. Promotions were done on IG and Facebook.
4. Speak up meeting overview – Saturday March 2<sup>nd</sup> - Carolyn attended the League of Women Voters event at the library. It was informative.
5. Sister City – Event Update – March 21<sup>st</sup> – Carolyn attended the house party. The event raised money for Ukrainian children to attend summer camp.
6. Green on Green – April 26<sup>th</sup> – Save the Date – The Marketing Committee will help promote this event. It is part of the Earth Day celebrations in Weston.
7. Route 57 – West Fest – part of the Memorial Day Fair – bands, art, etc. – the committee discussed promotions related to the fair and getting the word out on social media.
8. New Business – no new business
9. Adjournment – the meeting adjourned at 7:20 pm