

**Marketing Committee
Meeting Minutes
Wednesday, June 13th at 7 pm
Zoom**

Join Zoom Meeting

<https://us02web.zoom.us/j/89947636137>

Join by Phone: 646 558 8656

Meeting ID: 899 4763 6137

Passcode: 614828

Minutes

1. Call to Order – The meeting was called to order by Chair, Carolyn Hill-Bjerke. In attendance were committee members Alexander Rea and Adam Weiner.
2. Introduction of new Marketing Committee Members – the committee talked for a moment to introduce themselves.
3. Town Hall Talks – next is June 11th – the committee reviewed Selectwoman Nestor’s new talk series based at Town Hall.
4. Sustainability updates – needing social help; composting updates – Carolyn reviewed what Sustainability Chair Nicci Wiese had asked regarding social posts. The Sustainability Committee had an intern create a library of social posts. The Marketing Committee needs to know more about what these materials are going to be used for. Specifically, what platforms they are intended for. At the very least, the images should have the Weston Town logo on them in a strategic place.
5. Best practices – capturing photos at events. The committee discussed doing it’s best to take new photos at Weston Town Events. Alexander has a good camera for this. There is not a designated town photographer. We also discussed putting together a Google folder of resources.
6. Social media marketing – updates on Instagram, FB. The committee has been working frequently with FB but they still do not have the Instagram log in to post there.
7. New Business – the next big event will be the July 4th celebration at the Middle School with the fireworks.

8. Adjournment – Carolyn called for adjournment at 7:48 pm