

**Marketing Committee  
Meeting Minutes  
Wednesday, July 3 2024 at 7 pm  
Via Zoom**

**Minutes**

1. Call to Order – the meeting was called to order by Marketing Chair Carolyn Hill Bjerke. The other attendee was committee member Adam Weiner.
2. Introduction of new Marketing Committee Members. As Adam was the only committee member attending, this will be held next meeting.
3. Sustainability updates – needing social help; composting updates. Carolyn filled in Adam on the way the composting works at the transfer station. It is completely free and easy to use. Also, gardeners were able to go to the transfer station this coming Saturday and pick up free compost for their gardens. Carolyn said she had spoken to one of the Lachat volunteers about making a video to post on social to show Westonites how easy it was to do.
4. Best practices – capturing photos at events. Carolyn told Adam that she had found the original Google links that former Marketing Chair Debbie Rehr had provided. But the photos in the link were from 2018. They were just too old to use. Carolyn said that she had talked to Marketing Committee member Alexander Rea about capturing as much as we could at the various events. We could build our own library of new images. This would be useful as we worked on the Town website. Carolyn also found the file with the Weston town logos so they could be used or shared with other committees who make and design posts for the town and their respective activities. Carolyn said she has gotten confused on the internet with both Weston in Massachusetts and the one in Florida. Having a visual identity will help identify the communications from Weston, CT be clear if anyone Googles.
5. Social media marketing – updates on Instagram, FB. Carolyn and Adam talked about if it would be better to just start a new IG page or still try to figure out who had the rest ability for a new password to continue with the inactive IG Weston currently has.
6. New Business – Road paving meeting July 9<sup>th</sup> at Town Hall 6 pm.
7. Adjournment – Meeting adjourned 7:26 pm.