



**TOWN OF WESTON  
MARKETING & COMMUNICATIONS ADVISORY COMMITTEE**

**Meeting Minutes Wednesday 09/16/2020, 7:30pm  
via Zoom teleconference**

7:39pm Call to order.

Committee members in attendance: Gavin Guerra, Andrew Palladino, Ilene Richardson, Jon Achar, Debbie Rehr, Agata Tria.

Minutes approved from 07/29/20

**Website:** Feedback includes adding an easy to see Emergency Services tab to the homepage, Parks & Rec update. Some say it's harder to navigate. Questions raised about how and where the new website has or can be promoted.

Randy Derene has set up some time on Friday 9/18 @2pm for Website training for MCAC members. Question raised about who manages Weston's Instagram account.

**Real Estate:**

Marketing piece deliverable for October Selectmen meeting.

Committee will work on photos and text to meet a 10/01 deadline.

A high school student has volunteered to help with video work going

forward. Real Estate is up due to pandemic. People are coming.

**Signage:** Norfield road signs are in place. Library entrance will be next (TBD) .  
Interior signs, for town hall etc.. will be incorporated with Town Green? Let's see if  
MCAC can move forward independent of that.

**Founders Day 2020.** Solicited ideas for a socially distanced version.

Meeting Adjourned 8:32pm