



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

Monday, December 7, 2020

Time: 07:30 PM Eastern Time (US and Canada)

Type: Virtual Zoom Meeting

To Join the Zoom Meeting:

Meeting link:

<https://us02web.zoom.us/j/3748768007?pwd=TXZLVm1yYWw1VoMwM2NTVCtBMnNwQT09>

Meeting ID: 374 876 8007

Passcode: MCAC

By phone:

+1 646 558 8656 US (New York)

Meeting ID: 374 876 8007

Passcode: 316723

AGENDA

1. Call to order.
2. Approval of minutes from November 18, 2020 meeting .
3. Transition from Code Red to Everbridge Alert System update, PSA, outreach strategy, signage.
4. Real Estate trends, update. Real estate marketing piece, video, update.
5. Follow up brainstorming discussion on positive messaging for Weston, new endeavors.
6. Social media update, Instagram, social media outreach.
7. Old Business
8. New Business