**Weston Marketing and Communications Advisory Committee (MCAC)**

**Meeting Minutes Monday 12/7/2020, 7:30pm via teleconference**

7:39pm Call to order.

Committee members in attendance: Gavin Guerra, Andrew Palladino,

Ilene Richardson, Scott Rothstein, Debbie Rehr, Agata Tria, Leslie Riback Minutes approved from 11/18/2020

**Code Red Update:** As of 01/21 Code Red will end and Weston Emergency Messaging will be migrated to Everbridge. How will we alert the community to this change? (Social media?)

**Website/Social Media:** Use word of mouth to spread the word to various Weston sites. Look into who owns the Instagram acct for @TownofWestonCT. Same for Twitter. Give Andrew a “List of Lists” for mailing.

Develop a unified social media strategy

**Real Estate:**

Marketing piece scheduled for 12/17 presentation.

Map project: Debbie and Leslie designing a distributable map highlighting points of interest for the town. This map project will replace the old real estate project as the real estate landscape has drastically changed since the inception of the idea. Discussion on how the map will be used, what points of interest will be highlighted and how it might be distributed.

Meeting Adjourned 8:52pm