WESTON Marketing and Communications Advisory Committee(MCAC)

Meeting Minutes Wednesday 6/10/20, 7:30 pm via teleconference

1. Call to order 7:35PM: Chair Andrew Palladino called to order

Committee members in attendance: Jon Achar, Ilene Richardson, Agata Tria, Leslie Riback, Andrew Palladino, Margaret Wirtenberg

Minutes approved from May 21, 2020. Ilene approved, Agata seconded

1. Discussion of Sunday’s rally: Does our video feature diversity? Consider using some of Founder’s Day video. Include some footage of Sunday’s gathering? Message from gathering is that we are a welcoming inclusive community.
2. Real Estate marketing booklet: Agata rendering as a template, swap out photos, it’s a good start. Need Lachat community, school photos, photos are on Google drive link.
3. Website: how was copy we sent? Waiting to hear from Randy. She may have edited. Andrew will meet with Randy and let us know.
4. Relaunch of website: June 15th? Soft launch. May be migrating issues. Randy is responsible for news feed. MCAC can add but Randy is gatekeeper. Another piece regarding Pollinator Pathway. Sarah Hutchison is contact.
5. Old Business: signs look great, visible on video about rally on News 12
6. Open slot on committee: looking for certain skill set
7. To do: need more photos, several people to contact. Wendy Lewis for town photos, Debbie Rehr sent photos, photos need to be hi-res.
8. Miscellaneous: Andrew will set up contact sheet for e-mails. Are we maximizing press articles, let’s make use of structure of newsfeed, let’s utilize assets we have now. Testimonials from new residents, Weston remote work force.
9. Andrew motion to close meeting, Ilene 2nd. Meeting adjourned at 8:10PM.