WESTON Marketing and Communications Advisory Committee(MCAC)

Meeting Minutes Wednesday 7/8/20, 7:30 pm via teleconference

1. Call to order 7:33PM: Chair Andrew Palladino called to order

Committee members in attendance: Jon Achar, Ilene Richardson, Gavin Guerra, Andrew Palladino. Minutes approved from May 21, 2020

1. Real Estate Trends: Market up 40%, YOY. Current Real Estate Presentation may include a leave behind document pending budget. Copy has been developed but still awaiting design, and overall layout
2. Website: Most aspects have been reviewed by Town stakeholders. Organization & Services section still needs work, aiming for August launch and looking for ideas to promote the launch that month. Ideas include temp signage, leave behinds, social media, etc.
3. Video for website header and homepage, should be rotating, and MCAC will consider how to solicit video clips from residents.
4. Website: Can we create a :30-:45s clip to run on site, either as a header or as part of social media feed? We would want to develop simple animation to open/close the clips (bookend it), featuring new town “W” logo.
5. Adjourned 8:29pm

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