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**Weston MCAC MEETING MINUTES 11.18.20**

**Attendees: J. Achar, G. Guerra, L. Riback, S. Rothstein, A. Tria, D. Rehr, A. Palladino**

Meeting Called to Order at 7:36

1. Introduction of New Members, Scott Rothstein and Debbie Rehr. Introduction of Committee members
2. PSAs: based on success and reception of Halloween safety message, we may create a digital message on Thanksgiving Holiday home safety and distancing
3. Everbridge: Discussion of transition from CodeRed system to Everbridge. Suggestion to create messaging to implement transition for users to Everbridge Alert system. Create a “how-to” to appear on westonct.gov
4. Real Estate update and trends discussion, business flow and where new residents are relocating from
5. Real Estate Presentation: New copy required for specific sections. Discussion of using RIPL editorial program to create short form video clips outlining specific town attributes.
6. General Brainstorming about Town messaging, including seeking perspective from newly arrived residents. Why did they move to Weston? How did they hear about our Town? Where else did they look in the area?
7. Adjourn 8:48 (A. Palladino)