Town of Weston Marketing + Communications Advisory Committee Meeting Notes

Wednesday, February 10, 2020 7:30 PM Town Hall Meeting Room

1) Call to order at 7:35 pm. Chair Andrew Palladino called to order

Committee members in attendance: Ilene Richardson, Gavin Guerra, Leslie Riback, Agata Tria Guests: Helen deKeijzer 2) Move to approve meeting notes from 1/15/20 approved 3) Introduction of new member Leslie Riback 4) Discussion of Committee Goals

a) Complete the in progress real estate presentation- all assets will be organized

into a Central Google Drive b) Discussion on paths to promote Weston’s attributes 5) Update on town website relaunch

a) Discussion on Committee's responsibility for content areas of new Town of

Weston b) Formation of 2 subcommittees

i) Web Content Completion Committee- Gavin Guerra, Ilene Richardson,

John Achar ii) Flyer Completion Committee- Agata Tria, Andrew Palladino, Leslie Riback c) Discussion on possible need for social media or copy focused person to fill open

Committee position 6) Meeting adjourned at 8:35 pm (A. Palladino called, G. Guerra second)