***WESTON Marketing and Communications Advisory Committee (MCAC)*** Meeting Minutes

Wednesday 5/21/20, 7:30 pm

Via teleconference

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

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

2) Discussion of Town Signage initiative

● Installation proceeding

3) Real Estate Presentation and Document

● Discussion of positive housing market and rental properties in Weston, tracking at much higher percentage vs YOY.

● Virtually no residential rental vacancies presently

● Due to covid, open space, town amenities and work-from-home interest

4) Town Website

● Work proceeding on site development, needs include 5 areas requiring 100 word descriptions. Committee agreed to each take a section and draft copy

accordingly.

● Previous 2019 Town Presentation can be updated and reused on website or for RE presentations.

● Discussion of Instagram pg development and ownership.

5) Meeting adjourned at 8:10pm. (A. Palladino)

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