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**Weston Marketing and Communications Advisory Committee (MCAC)**

**Meeting Minutes**

**January 13, 2021**

**8PM via teleconference**

8PM: Meeting called to order

Committee members in attendance:

Andrew Palladino, Debbie Rehr, Jon Achar, Leslie Riback, Gavin Guerra and Agata Tria.

Approval of Minutes from December 7th:

No minutes available from the last meeting

Code Red:

Message got out that Code Red had ended and messaging now via Everbridge.

Real Estate Trends:

Leslie provided an update indicating that sales are still strong but there is very low inventory.

Real Estate Marketing Piece:

Map project underway. Leslie and Debbie are working on backup documentation for the artist to create the map and they will provide the documentation necessary to submit to the Board of Selectman for an upcoming meeting on January 21st to secure funds necessary to complete this project.

Artwork may provide the possibility of Weston swag including t-shirts, posters, mugs, etc.

Social Media Update:

Instagram account up to 380 followers, organically, without any publicity.

We should find ways to increase following and use Twitter and other social media more effectively.

New Business

Debbie suggested the possibility of a “Welcome to Weston” letter to new residents.

Meeting adjourned at 9PM.