

Town Of Weston  
Marketing+ Communications Advisory Committee  
Meeting

Wednesday, January 15, 2020

7:40 PM

Town Hall Meeting Room

- 1) Call to Order at 7:40 pm: Chair Andrew Palladino called to order  
Committee members in attendance: Ilene Richardson, Agata Tria, Jon Achar (via phone), Samantha Nestor (via phone)
- 2) Introduction of new Member Ilene Richardson
- 3) Discussion of Committee Goals.
  - a. Continuing to evolve the marketing materials and website. Discussion regarding the website, videos possibly available, content needed and real estate flyer update.
  - b. Plan to have materials ready for Spring Real Estate Season. How best to roll out new materials.
- 4) Discussion of potential subcommittee to create the marketing flyer.
  - a. Next steps need to zone in on the copy.
  - b. Work in testimonials.
  - c. Follow up on video footage from Founders day.
- 5) Discussion of further direction from the BOS forthcoming.
- 6) Meeting adjourned at 8:32pm. (A. Palladino called. I. Richardson seconded.)