

## ***Marketing and Communications Advisory Committee***

Meeting Minutes

Tuesday 10.1.19 7:30 pm

Weston Town Hall Meeting Room

- 1) Call to order 7:35pm: A Palladino called the meeting to order. S Grigerick seconded  
Committee members in attendance: J Achar, A Palladino,  
S Grigerick, G Guerra, Agata Lipnicka-Tria. Also in attendance: S. Nestor, R. Derene
- 2) Approval of September MCAC minutes
- 3) Committee vote: Andrew Palladino as new Committee Chair.
- 4) Discussion of Logo design, including steps and style examples done prior to final version  
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  - Motion to approve Logo carried unanimous.
  - Blue version of Website wireframe approved
  - Website wireframe, including discussion and revisions will be delivered to Vendor
  - “Avenir” is working typeface for logo, uppercase/lowercase. Styleguide to be developed (J. Achar/A. Lipnicka Tria)
- 5) Signage
  - Consideration will be given to using “W” logo (new) on the mockups for Norfield Road signs. This design will be considered along with town seal, as current layout; third version will just be “Weston” above the wayfinding.
- 6) Video
  - Video needed for website homepage (autoplay). Clip should be under :20s and can be town visuals or b-roll type clips. (no testimonials or sound). G. Guerra to produce
- 7) Founders Day
  - Discussion of run of schedule and other pending items
- 8) Real Estate Presentation
  - Brief discussion of acquisition of materials (video testimonials) and next steps in the creation of the digital offering; sub-committee formation
- 9) Meeting adjournment at 8:20 p.m. (A Palladino, G Guerra)

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