

WESTON Marketing and Communications Advisory Committee

***(MCAC Meeting Minutes Wednesday 12/4/19 2019, 7:30 pm Weston
Town Hall Commissioners Room***

1) Call to order 7:38 pm: Chair Andrew Palladino called to order

Committee members in attendance: Jon Achar, Sharon Murphy,, Agata
Tria

2) Discussion of Town Signage initiative

- Andrew updated, based on conversation with N. Thiel
- Project proceeding inc. Norfield Road signs and now Police Station exterior sign are priorities
- Site Survey conducted Tuesday 12/3

3) Real Estate Presentation and Document

- Theme discussed including “The Weston Experience” concept which would breakout the Presentation into the following suggested subheadings: *ON THE GROUND, FROM ABOVE, ON THE (SCHOOL) ROAD, IN THE WOODS, ON THE FARM, IN THE COMMUNITY*. Group agreed that this format is excellent, and will add organization and structure to the piece.
- Presentation design and layout will consist of color, one-page f/b. Some of the copy already written, A. Tria to develop layout and mockups once content is confirmed

4) MCAC 2020

- Committee agenda for 2020 is to be more tactical, focus on content creation for the town website, requested deliverables and supporting events and notable activities in town.
- Priorities will include Real Estate presentation completion, continued visibility for Town initiatives as suggested by BOS.
- New MCAC Members will added, while others step down

5) Meeting adjourned at 8:37pm. (A. Palladino called, S.Murphy seconded)

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