

Marketing & Communications Advisory Committee
Special Meeting Minutes
Tuesday, May 16, 2018, 7:30 pm
Town Hall Commission Room

- 1) Call to order: Marketing & Communications Advisory Committee (MCAC) Chair called the meeting to order at 7:41 p.m. Present were Committee members Jon Achar, Peter Blau, Sara Grigerick, Sharon Murphy, Samantha Nestor and Andrew Palladino.
- 2) Approval of May 7, 2018 Minutes: Samantha Nestor moved to approve the minutes. John Achar seconded the motion. The motion was then approved unanimously.
- 3) Discussion of the Committee Objectives (long and short-term goals: The Committee discussed four pre-determined goals: communications municipal gov't plan; a marketing presentation; town branding, and social media outreach
- 4) Discussion and selection of tactical teams: Discussion and voluntary selection of targeted teams for each of the Committee's goals.
- 5) Review SMART approach: Discussed overall approach by the Committee to achieve established goals within the timeframe provided.
- 6) Discussion of team deliverables: Establishment of deliverables for each tactical team for the next meeting.
- 7) Overview Messaging Framework: Discussed the various platforms available for messaging and outreach by the Committee.
- 8) Adjournment: Samantha Nestor moved and Sarah Gingerick seconded to adjourn. The motion was approved unanimously at 8:45 p.m.

Minutes submitted by Andrew Palladino.