Marketing Committee

Wednesday, May 4, 2022

7 pm

Join Zoom Meeting

<https://us02web.zoom.us/j/81363516165>

Meeting ID: 813 6351 6165

Passcode: 522591

Join by phone: 646 558 8656

**Agenda**

1. Call to Order – The meeting was called to order at 7:02 pm in attendance were Chair, Carolyn Hill-Bjerke, Committee Members Debbie Rehr, Ellen Sherer Crafts, Umberto Torrielli and observers Margaret Wirtenberg, and later Helen de Keijzer from the League of Women Voters
2. Approval of the April 20th Minutes – Approval of the minutes was tabled for the next meeting. Carolyn made the motion and Debbie Rehr seconded.
3. Introduction of New Committee Members – Umberto Torrielli who is new to Weston from London.

1. Assistance with the Memorial Day PTO events – Special Guest – Kristana Esslinger – PTO President WHS – it was discussed all of the Memorial Day events and how to support the Weston 5K both with sponsorship as well as recruiting runners. It was also discussed donations for the 5K. Ellen brought up that the Marketing Committee needed to support all aspects of the Memorial Day events. It was discussed how to assemble all of the dates and times for each event that weekend. Ellen is planning to put together a Master list with the Marketing Committee.

It was pointed out that there is a special time for children who need time with Sensory Friendly times from 1 pm – 2 pm on both Saturday, May 28th and Sunday, May 29th.

It was discussed about the Marketing Committee reaching out to both WIS and Hurlbutt for all of the information as well as all of the WHS details from Kristana. Ellen is working on Social efforts.

1. Calendar for 2022 – Weston Events – The Committee Discussed how we keep up with all of the upcoming town events. After the Memorial Day events will be a Veterans event honoring the Weston Vietnam Veterans in town, of which there are 66. This event will be Tuesday, June 7th at 5 pm.
2. Gathering Census Information about Weston – no updates
3. New Business – The committee discussed copies of the map that had been made. The Town owns the art and Debbie Rehr had a request from another realtor to use the meeting. Carolyn is planning to reach out to Jonathan for approval.

Helen de Keijzer introduced herself from the League of Women Voters. She talked about upcoming event on May 15th outside at the Weston Library. She is expecting State Legislators to attend. They will be doing other events in June and September.

1. Adjournment – Carolyn Hill-Bjerke motioned to adjourn at 8:35 pm and Debbie Rehr seconded the motion.