**Marketing and Communications Advisory Committee**

**August 3, 2022 07:00 PM**

**Join Zoom Meeting**

[**https://us02web.zoom.us/j/88128072049**](https://us02web.zoom.us/j/88128072049)

**Meeting ID: 881 2807 2049**

**Passcode: 592646**

**Join by phone: 646 558 8656**

1. Call to Order – The Meeting was called to order at 7:02pm by committee Member Carolyn Hill-Bjerke. In attendance were committee members Amy Rapawy and Tyler Lee.
2. Committee voted to approve the June 1st and July 6th meeting notes.
3. Update on Town Green fundraising

* AARPA funds were approved for the majority of the project. There is a 10-15k shortfall. Selectwoman Nestor intends to send out a mailer to residents in September to help raise the balance. Agata will be designing the mailer.

1. Update on Weston Arts Festival

* Event was very well received.
* Mktg committee contributed to social media posting to support.
* Carolyn and Ellen Crafts both secured sponsors 3 days before the event.

1. Calendar for 2022

* Creation of Marketing Committee Events Submission Form that is supplied to other committees to fill out with all pertinent event information to streamline communication and organization.
* Mktg committee members to add value to draft of form.
* Goal to add the event form to the town website as a google doc so committees can fill out and submit from the town website.

1. Review of other Town’s website for best practices
   1. Weston takeaways
      1. Website needs to be re-organized from a content perspective, content needs to be updated and a regular update cadence set.
      2. Secure photo / video to rotate every 3 months.
      3. Lead with more attractive information on why Weston is so great – parks, events, etc.
      4. Add Staff photos to the site to humanize.
      5. Tyler to compile a draft of initial recommendations to submit (6-10).
      6. Carolyn asking Town executive assistant:
         1. Need to determine who is the website contact that we can partner with on updates/recommendations.
         2. What platform the website is on?
         3. Is the account connected to Google analytics?
         4. Look at SEO opportunities.
   2. Easton
      1. UX is clean and easy to navigate.
      2. Very visual/beautiful images of town.
      3. Focus is on the news on the homepage (with thumbnail photos).
      4. Burbio – can subscribe to individual committee calendars. Determine if Weston is on Burbio.
   3. Redding
      1. Video on the homepage is engaging/lively.
      2. Clean in navigation and page layout.
      3. Content organization is simple and straightforward.
   4. Westport
      1. Incorporates visuals.
      2. Clean, simple, straightforward content organization.
   5. Wilton
      1. Events calendar is more upfront.
   6. Fairfield
      1. Have a more robust site - section for attracting business.
      2. Town news and events is front and center on the homepage.
2. New Business
   * Nikki from the sustainability committee would like to establish a more robust website presence. They have a vision, outline and a great deal of content but needs help to organize, bring to life, and maintain. Nikki was scheduled to join the meeting but was unable to join.
   * Weston Flea. September 10th. Carolyn reaching out to Wendy Petty to see what is needed support-wise.
3. Adjournment – Carolyn Hill-Bjerke adjourned the meeting at 7:32 pm.