**Marketing and Communications Advisory Committee**

**Meeting Notes**

**Wednesday, November 2, 2022 at 7 pm**

Join Zoom Meeting

<https://us02web.zoom.us/j/88133942406?pwd=KzNVMHR5Y0hrUGI1d01qbUpUODFadz09>

Join by Phone: 646 558 8656

Meeting ID: 881 3394 2406

Passcode: 708866

1. Call to Order - the meeting was called to order at 7:03 pm by committee chair Carolyn Hill-Bjerke. In attendance were committee members Ellen Crafts, Amy Rapawy, Genevieve Gonzalez, and Umberto Torrielli.
2. Genevieve introduced herself and her background. She has been a resident of Weston for 3 years.
3. Approval of the meeting notes from the September and October meetings was unanimously approved by the committee.
4. Ellen Crafts gave an update on the submission form for events to share with other committees:
   1. Inclusion of some data collection language provided by Umberto.
   2. Ellen will be sending out a final version for committee members to bless.
   3. In January the form will be rolled out in a roadshow type manner – attending other committee’s meetings and introducing the form, how to use, etc.
   4. There was discussion on where the information from completed forms is stored – does the town have a CRM system where this could be stored?
5. Weston Arts, Beautification committee and singing groups/choirs partnering on the Weston Holiday Festival and Tree Lighting – scheduled for December 1st at 5:30 pm. Committee to work on materials to publicize the event.
6. Carolyn shared that there is a new podcast that Selectwoman Nestor is going to be participating in called *What’s Next in Weston* – distribution is 2 Mondays a month.
   1. Reviewed the Westport podcast approach.
   2. Spoke about promoting the podcast on the Town’s social media channels.
7. Carolyn is working with Tyler on the deck that reviews other town websites to develop best practices to apply to the Weston.gov site.
8. No new business items.
9. The meeting was adjourned at 7:22pm by Carolyn Hill-Bjerke.