

The Town of Weston Announces the Formation of the Strategic Marketing and Innovation Committee (SMIC)

The Board of Selectman for the Town of Weston announces the formation of the Strategic Marketing and Innovation Committee (SMIC), building on the success of the Strategic Planning Committee (SPC). As with the SPC, the basic goal of SMIC is to tap into the deep and impressive reservoir of local talent to recruit volunteers to help us make Weston a better place for all its residents.

SMIC will have five areas of focus, with the following potential projects, and between five and nine members, plus two co-chairs.

1. Real Estate and Data Monitoring

- Conducting research
- Conducting surveys of town residents, aka citizen surveys

2. Marketing

- Combining the town website with the Weston Way website, as well
- With Communications, producing a promotional video about the town

3. Communications

- Working with Marketing on a town video
- Conducting media outreach on the town's behalf

4. Networking and Events

- Forging relationships and partnerships with groups both in and outside the town
- Spearheading new town events
- Promoting local businesses and entrepreneurs

5. Welcome Ambassador

- Continuing the Ambassador's program: a system for introducing potential residents to current residents

Members and advisors will be appointed for two-year terms, at which point the Board of Selectmen will decide whether or not to renew the Committee.

SMIC will have two co-chairs, former SPC members Bill Douglass and Marc Karasu. They will interview prospective candidates and present their recommendations to the Board of Selectmen.

The Board of Selectman invites all interested Weston residents, including former SPC members, to apply to join the SMIC by writing to:

rderene@westonct.gov

Applicants should include why they want to join SMIC, share basics of their professional background, and also include their political party affiliation (this last is necessary simply in order to meet our charter requirement of a bare majority).

We also want to extend our gratitude to all the members of the Strategic Planning Committee (SPC), which ran from mid-September 2015 through September 15 of this year. The SPC accomplished a lot in its two years and we know we can build on that success, together.

Thank you,

Nina, Chris and Dennis

Weston Board of Selectmen