

MEETING MINUTES
COMMUNICATIONS & MARKETING SUBCOMMITTEE
WEDNESDAY, MARCH 16, 9:30AM EDT
THE COMMISSION ROOM, WESTON TOWN HALL

Present: Bill Douglass, Marc Karasu, Jonathan Moffly

1- Discussion of draft slide deck:

- discussed a framework for Brand Positioning, Messaging, and Marketing of the Town of Weston to be presented to the whole Strategic Planning Committee at the next meeting
- will conduct survey of all Weston Strategic Planning Committee members on their views to incorporate in our presentation and discussion with the Strategic Planning Committee at next meeting

2- Discussion of GenX Committee's Ambassador program initiative (including draft press release), and Fun Facts handout and other proposed initiatives such as video project.

- Discussed how the Communications & Marketing Subcommittee can support those specific efforts of GenX Subcommittee, as well as support the Empty Nester Subcommittee and the whole Strategic Planning Committee to effectively market and communicate the Weston brand and value

3- Next steps

- Request electronics to present slide deck for presentation at the next Strategic Planning Committee meeting
- Conduct survey

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