

MINUTES FROM
COMMUNICATIONS & MARKETING SUBCOMMITTEE
OF THE STRATEGIC PLANNING COMMITTEE
THURSDAY, JANUARY 21, 2016, 7:30PM
THE COMMISSION ROOM, WESTON TOWN HALL

COMMITTEE MEMBERS PRESENT: Bill Douglass, Barbara Reynolds, Marc Karasu, Jonathan Moffly

Meeting opened: 7:35p

Meeting closed: 9:15p

- 1- Reviewed our Subcommittee Goal Statement drafted at the last meeting and discussed it in comparison to the Subcommittee Goal Statements submitted by the other Subcommittees
- 2- Discussed potential collaboration with other Subcommittees on overlapping topics, with focus on resources, perspective and understanding
- 3- Discussed plans for upcoming meetings and for the rest of the year
- 4- Drafted a SWOT (Strengths, Weaknesses, Opportunities & Threats) Analysis on the Town of Weston for the Strategic Marketing Committee

###