

**PLEASE POST**

**TOWN OF WESTON**

**MARKETING & COMMUNICATIONS ADVISORY COMMITTEE MEETING**

September 11, 2018

7:30 pm

Weston Town Hall Annex Conference Room

AGENDA

1. Approval of June 2018 Minutes
2. Review of Summer initiatives:
  - a. Lachat Signage
  - b. Weston Flea PR
3. Next Steps Marketing Plan
4. Next Steps Branding – Signage is Top Priority
5. Review Social Media Guidelines from Town Counsel
6. Discuss presenting plan to Residents (timing/buy in)
7. Next Steps Real Estate Presentation

Cc: MCAC Members

Christopher Spaulding, First Selectman

Jonathan Luiz, Town Administrator