

WESTON COMMUNICATIONS & MARKETING SUBCOMMITTEE

GOALS STATEMENT

DECEMBER 11, 2015

- 1- Promote Weston.
- 2- Increase visibility of prospective Weston home buyers in the Tri-State area.
- 3- Identify what Weston really is.
- 4- Identify who we're targeting.
- 5- Determine what success actually looks like.
- 6- Recommend an acquisition strategy and a retention strategy.
- 7- Develop recommendations for how to present Weston to our target market.
- 8- Develop a strategy, as part of a plan, once the direction is articulated, based on feedback from the rest of the Committee.

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