

MINUTES

STRATEGIC PLANNING COMMITTEE

April 6, 2016 – Commission Room, Town Hall

Present:, Jane Connolly (Co-Chair), Dennis Tracey (Co-Chair), Marc Karasu, Lucy Bowden, , Jonathan Moffly, Charlie Shipman, Anita Dinwoodie, Bill Douglass, Kerry Brock, Catherine Revzon, Barbara Reynolds

Meeting called to order 7:30 pm

Dennis Tracey gave a report on conclusions from the P&Z hearing on the proposed, and now withdrawn, Active Adult Community District. Discussion followed.

Kerry Brock gave a report on the progress of the Gen X Subcommittee to date, including the Weston Ambassadors, Weston Video and the Weston Business Initiative.

Mark Karasu gave a report on the progress of the Marketing and Communications Subcommittee, including the creation of a Weston website and the reframing of the Weston Brand. The discussion covered Weston's current brand and profile, the need to differentiate Weston, the subcommittee's competitive review, the attributes that differentiate Weston, a proposed branding program, and media tactics.

Barbara Reynolds gave a report on the Realtor Data Group, including development of data on reasons for moving into and out of Weston and length of time of residency.

Adjourned at 9:00 pm

Co-Chair