

## **Executive Session Minutes, 11/14/23:**

We agreed to make our December meeting conjunct with MCDOT meeting at same time; include executive session at 6:30. [This has since been amended. It cannot legally be our official meeting. We will suspend our December meeting and are encouraged to attend the DOT meeting (about the Amherst Avenue Bikeway) instead.] It is scheduled for 6:30-8:30 in the Parks Building. Registration is REQUIRED. To register for the meeting or learn more, [click here](#).

- Luisa requests volunteers to modify handbook in 1st quarter of 2024; Jim, Karen, Nina.
- Social Media presence: we don't have a designated person; (Luisa has started posting and creating content). We have hired a new firm, but it is very expensive. Tanya did social media audit, created hashtags, is starting Small Business Saturday campaign. Engagement numbers are up. Need to lean more into marketing, rather than special events. Need to use resources well: catalogue and repurpose photos, let public create events that we promote. Tanya: use social media tools to track analytics that will help direct activity. Promote all of Wheaton, including A&E.
- Now that it's winter, we have more requests for indoor than outdoor spaces.

- Let's dedicate a future meeting to publicity strategy and promotion.
- Minutes not available for approval. Still need to approve minutes from May, June, and July (and October?).
- Phillip from Westfield may not still be interested in being a WUDAC member. Luisa will confirm and report back.