

TOWN OF SOUTH BETHANY TOWN COUNCIL REGULAR MEETING MINUTES AUGUST 10, 2012

ATTENDANCE

PRESENT: Mayor Kathy Jankowski; Councilpersons Al Rae, Jim Gross, Pat Voveris, Sue Callaway, and Mark Damato; Town Manager Melvin Cusick; M/Cpl. Lee Davis; and Administrative Assistant Pam Smith

EXCUSED ABSENCE: Councilman George Junkin

MEETING CALLED TO ORDER

Mayor Jankowski called the August 10, 2012, Town Council Regular Meeting to order at 7:00 p.m., followed by the Pledge of Allegiance to the Flag.

PROPERTY OWNERS' PARTICIPATION

- Carolyn Marcello (8 S. 9th St.) – On behalf of the South Bethany Historical Society, Ms. Marcello thanked the Town Council for the \$1,000 donation the Town gave to the South Bethany Historical Society. The Historical Society plans to use the money to present more programs for the community, to develop a website, and possibly publish some of the materials that they have been collecting.
- Mike Matera (311 W. 9th St.) – Suggested putting extra dirt in the area between Town Hall and Russell Road where there is mud.
- Jack Wise (146 Evergreen Rd.) – Asked the Town to replace the two wooden posts that have been knocked over at the stop sign on Cleveland Ave. at the intersection of Cleveland Ave. and Evergreen Rd.
- Dan Cowell (110 Henlopen Dr.) – Stated that he has observed more people this summer crossing Route 1 without stopping for traffic apparently under the assumption that traffic stops for them. Mayor Jankowski said that Councilwoman Callaway and Chief Deloach developed an informational flyer titled *Walk This Way in South Bethany* which is a review on walking safely in South Bethany. The flyer was emailed to property owners enrolled in the Town's Email Communications Program. The flyer is posted on the Town's bulletin boards as well as the Bulletin Board page of the Town's website. Councilwoman Callaway stated that she hopes to have realtors distribute the flyer in their rental packets. Mayor Jankowski said that she has proposed that the issue of walking and biking safety be on the September Workshop Meeting Agenda for discussion because she feels there are more people who are walking and biking now, and it is becoming more of an issue. Mayor Jankowski noted that the South Bethany Police Department and DeIDOT conducted two Bicycle Safety Checkpoints in South Bethany this summer to raise awareness of bicycle safety.

Diann Nazarian (20 Peterson Dr.) – Asked what the law is in Delaware about stopping for pedestrians. M/Cpl. Davis reiterated what the *Walk This Way in South Bethany* flyer states: Vehicles have the right of way along Route 1 – they only must yield to pedestrians if the pedestrian is already in the crosswalk.

Regarding walking and biking safety, Ms. Nazarian stated that the pine needles on Evergreen Rd. make the area slippery on a bike and there are overhanging bushes which cyclists have to duck under. Also, at the corner of Black Gum Dr. and Kent Ave. when trying to turn onto Kent Ave. in an automobile, the bushes on the left block the view.

Ed Nazarian (20 Peterson Dr.) – Inquired if the Town had used the expertise of the gentleman who lives on Russell Road who had offered his services to the Town to check the park to see if some of the trees should be eliminated. Councilwoman Callaway stated that she had scheduled Kyle Hoyd from the Delaware Forest Service to come this past spring, but he had to cancel. Councilwoman Callaway stated that she might be able to reschedule that for the fall.

Barbara Jayne (1 S. 7th St.) – Thanked the Community Enhancement Committee for all of the hard work they have done this year. Ms. Jayne appreciates all of the informative memos that have been sent out. Ms. Jayne added that the Ocean Drive garbage cans at the walkways and the flower boxes look wonderful. Ms. Jayne stated that having said that, until the Town gets three garbage pickups again, it negates so much of what has been done because when you drive down Ocean Drive on Sunday night there is overflowing garbage. Ms. Jayne does not think three garbage cans is the answer because some property owners don't have the space for three garbage cans.

Ms. Jayne announced that on August 14 from 9:30 a.m. to 12:30 p.m. Good Earth Market, the Center for the Inland Bays, and Environmental Concern are having a demonstration to learn about rain gardens and how they benefit the environment, participate in planting a demonstration rain garden at Good Earth Market, and gain skills and information to create a rain garden on your property. The event is free but you must register in advance. A flyer regarding this event was on the sign-in table.

Mike Matera (311 W. 9th St.) – Inquired if the Town had insurance on the young boy riding up and down streets on the township cart. The Town Manager stated that he is a summer employee and therefore is insured under the Town's insurance carrier.

Ed Nazarian (20 Peterson Dr.) – Inquired what the outcome of the counter a couple of weeks ago on Black Gum Dr. was in comparison to what it was previously. Councilwoman Voveris stated that she is waiting for additional information and will be making a report at a future Council meeting, but she stated that she can report that speed is not a factor. The busiest time is still the 11 a.m. hour. The 3 p.m. hour is not as busy as it had been previously. There is no appreciable traffic during the 8:30 a.m. to 10:00 a.m. time period. Councilwoman Voveris said that reducing the barricade from 7 a.m. to 10 a.m. to 7 a.m. to 8:30 a.m. has not encumbered anyone with inconvenience and has not caused additional traffic. Mr. Nazarian asked if the overall count had changed. Councilwoman Voveris replied that the software system changed and she could not get the overall count, but she could get the busiest time and the speed. She stated that things remain in line with what the committee projected when it made the recommendation to Council to change the barricade.

Mike Matera (311 W. 9th St.) – Stated that he was told by a town resident that somebody is going around cutting chains on kayaks and steeling them. M/Cpl. Davis advised residents to notify the Police Department and make a report to allow the police to investigate the matter and try to put a stop to it.

ADOPTION OF MINUTES

- **Town Council Regular Meeting Minutes, July 13, 2012** – A motion was made by Councilwoman Voveris, seconded by Councilwoman Callaway, to accept the July 13, 2012, Town Council Regular Meeting Minutes. The motion was unanimously carried.
- **Town Council Workshop Meeting Minutes, July 26, 2012** – A motion was made by Councilwoman Voveris, seconded by Councilman Gross, to accept the July 26, 2012, Town Council Workshop Meeting Minutes. During discussion the following amendments were proposed:

Page 2, Second Paragraph, Second Bullet: Change "The Town **receives** a 17% policy discount . . ." to "The Town **received** a 17% policy discount . . ."

Page 3, First Paragraph: At the end of the paragraph add "Councilman Gross discussed the need for approval and that it should be patterned after excused absences as described in the Town Council's Rules of Procedures. Council agreed."

A motion was made by Councilman Gross, seconded by Councilwoman Voveris to accept the changes to the July 26, 2012, Town Council Workshop Meeting Minutes. The motion was unanimously carried.

Motion to accept the July 26, 2012, Town Council Workshop Meeting Minutes with the changes was unanimously carried.

- **Town Council Executive Session Minutes, July 26, 2012** – A motion was made by Councilwoman Callaway, seconded by Councilwoman Voveris, to accept the July 26, 2012, Town Council Executive Session Minutes. The motion was unanimously carried.

LEADERSHIP REPORTS

- **Mayor's Report**—Mayor Jankowski reported:

Old Business:

Congratulations to South Bethany's Lifeguard of the Year Ryan Littleton (voted on by all the South Bethany lifeguards).

The Town Manager, Mayor Jankowski, and Bob Cestone attended a Mediacom Cable Franchise Agreement meeting along with representatives from Ocean View, Millville, and Bethany Beach and reviewed the Cable Franchise Agreement page by page and discussed changes Mr. Cestone proposed. The contract will be sent to the Cohen Law Group (the firm that is negotiating with Mediacom). The Town's contract with Mediacom is up in November. The goal is to pass the agreement by then, but the Town has been assured by the lawyer that Mediacom will continue service even if it is not completed by that date. Mayor Jankowski noted that there are also some things going on with the State and the cable companies.

Quarterly Ambulance Service Meeting – The Ambulance Service sponsors (Bethany Beach, South Bethany, Fenwick Island, and Sea Colony) met and approved the purchase of two LUCAS Automated CPR Machines to put on the ambulances. The cost is \$15,537 each. M/Cpl. Davis stated that the automated CPR machines are saving lives across the nation. Mayor Jankowski noted that the funds to purchase the machines were in the budget.

Bicycle Safety Checkpoints – 80 cyclists went through the first check in June, and over 100 cyclists went through the second check in July. Both events were very successful.

Attended the Center for the Inland Bays Foundation Meeting. The organization is doing quite a bit for the Inland Bays which includes the Little Assawoman Bay.

New Business:

Meet the Mayor Coffees are scheduled for Monday, August 13, and Monday, August 27, from 9 a.m. to 11 a.m. at Town Hall. Some of the things Mayor Jankowski is interested in talking to people about are trash collection, safe walking and biking, and anything else that people want to discuss.

The Beach Patrol Fundraiser/Beach Party is Friday, August 17. There will be hamburgers, hot dogs, and beverages starting at 7 p.m. followed by the movie *Rango*.

Mr. Nazarian asked if the Town knows how many people have dropped out of Mediacom. Mr. Nazarian believes that might help in the negotiations. Mayor Jankowski stated that the Towns are trying to push Mediacom on their service.

Mayor Jankowski joined the Route 26 Working Group regarding the upcoming road work on Route 26. There is a meeting scheduled for Monday, September 24, to discuss the overall project, update on the advance utility relocation efforts, construction schedule, and anticipated start day. Mayor Jankowski will attend the meeting. The meeting is not open to the public.

- **Town Manager's Report**—Melvin Cusick reported:

The Town Manager attended a meeting of the City Managers Association for the state of Delaware on August 9. Governor Markell attended and the group discussed upcoming legislation. Some of the discussion concerned cable franchises and Municipal Street Aid.

Beach Patrol Report July 12 to August 8: 41 Rescues

7/16/12 – There was a rescue on the line between Middlesex and South Bethany. Both Beach Patrols responded for a severe spinal injury. The victim was sent to Christiana Care.

7/17/12 – Treated a fish hook in the foot and a dislocated shoulder.

7/19/12 – The beach was closed from 3:36 p.m. to 5 p.m. due to thunderstorms and lightening.

7/25/12 - An umbrella caught in the wind caused a severe laceration to the victim's leg. The victim was sent to Beebe in Lewes.

The Beach Patrol Competition Team is in Cape May at the USLA National Competition.

- **Treasurer's Report**—Pat Voveris reported as of July 31, 2012:

Monthly:

Balance Brought Forward	\$ 2,090,842.51
July Revenue	\$ 204,228.00
July Disbursements	\$ 228,384.77
Balance	\$ 2,066,685.74

Year to Date Profit and Loss:	Total revenue	\$ 1,165,843.00
	Total expenditures	\$ 696,426.00
	Excess Revenue	\$ 469,417.00

Operating budget recap:

- Revenue is at 46%.
- Expenses are at 34%.

HIGHLIGHTS ON REVENUE:

- Property Tax is 97.3% collected. The Town has 36 delinquent owners for an amount of \$19,848.58, total penalties due \$318.38; total due to Town \$20,166.96. Letters have been sent and money is trickling in. In the past ten years, this is the largest amount of delinquent owners the Town has had.
- Transfer Tax came in at \$20,701.67 or 36% less than the same time last year. The Town budgeted \$225,000 for FY2013 and is now at 33% of budget for 3 months of our cycle. The fact that the Town has collected that much less than last year and last year was so much less than the year before is a little concerning. The transfer tax is a very volatile number which Councilwoman Voveris has no prediction for. She can only report on what happens.
- An additional \$177 for penalties on taxes was collected. The Town budgeted \$500 and is now at \$2990.
- Building Permits were budgeted at \$75,000 and the Town is only at 20.1% or \$15,061. Seasonal fluctuation is reflected here.
- Parking Permits were budgeted at \$26,000 and the Town is now at \$24,500 or 94.2%.
- Rental Licenses are down. The Town budgeted \$28,000 and is at \$19,940 or 71.2%. The Town will see additional activity in this area in the 4th quarter, but Councilwoman Voveris is not sure the Town will meet the budgeted number.
- Parking Tickets are down. The Town budgeted \$12,600 and is at \$5,405 or 42.9%.

HIGHLIGHTS ON EXPENSES:

- Printing was budgeted at \$1800 and the Town is already at \$1491 or 82.9%. Councilwoman Voveris predicts this line item will go over budget due to bulk supplies ordered to replenish inventory.
- Canal Maintenance was budgeted at \$6,600 and the Town is already at \$6,199 or 93%. One or two canal ends needed more repair than anticipated.
- Street drainage was budgeted at \$10,000 and the Town is already at \$5,020 or 50.2%. This was due to some issues with bayside drains.
- Radio & repair was budgeted at \$550 and is now at \$595 or 108%. Repair was not successful and Chief Deloach will now do replacement with grant money.

OTHER NEWS:

- The Town Manager, Finance Director, and Councilwoman Voveris met with a PNC investment representative on Tuesday, August 7, to discuss helping the Town search for best CD rates and keeping the Town's CD records up to date as renewals approach. There is a nominal charge of \$7.00 per CD, and this will help streamline our investment process.
- All of our CDs will be monitored through a PNC investment account. The CDs will not all be with PNC Bank. They will be with the highest paying institutions.
- We are now waiting to review rate information that this PNC representative will present for several CDs the Town has up for renewal now.

This is an excellent idea that the Town Manager brought forward and will add to the efficiency of our Town Office.

- **Police Department Report/Questions**—M/Cpl. Lee Davis reported for the month of July, 2012:
 - Overall for the month - 69 complaints ranging from domestic complaints, trespassing, a few loud parties, underage drinking, three accidents, and a couple of public assists.
 - Several agency assists with Bethany Beach PD, Ocean View PD, Fenwick Island PD, and Station 70.

ORDINANCES/RESOLUTIONS – First reading of Ordinance 164-12, to Amend the Code of the Town of South Bethany by Adding a New Chapter to be Entitled Participation by Remote Electronic Access, which Provides Participation at a Meeting of the Town Council, Planning Commission, or Other Committee, with the Exception of Planning Commission and Board of Adjustment Public Hearings, by Remote Electronic Access for Members of Town Council, Planning Commission, or Other Committees (Kathy Jankowski)

Mayor Jankowski reviewed the Synopsis of Ordinance 164-12. Council agreed to delete the second bullet of the Synopsis.

§ 17-3H: At Mr. Cestone's suggestion, Council agreed to delete the first four words of the paragraph, "To the extent practical".

Councilman Gross suggested changing "A copy of all documents" to "Copies of all documents . . ." No decision was made on this comment.

§ 17-4: Councilman Gross suggested reviewing this section as to the similarities in the Council's *Protocol Governing Absences from Town Council Meetings* which addresses excused absences. Mayor Jankowski will compare § 17-4 with the *Protocol Governing Absences from Town Council Meetings* when rewriting the ordinance for the second reading.

§17-5: Councilman Gross stated that he does not see a need for § 17-5 (Definitions).

Mr. Cowell stated that he hopes that when Mayor Jankowski does her review that the ordinance be less restrictive than what is currently conveyed in the definition of UNAVOIDABLE CIRCUMSTANCES PREVENTING A MEMBER OF THE TOWN COUNCIL, PLANNING COMMISSION OR OTHER COMMITTEE FROM BEING PHYSICALLY PRESENT. Mr. Cowell would not want people to have a disincentive for running for a position on the Town Council.

Council agreed to replace "absence from the state" with "absence from South Bethany".

§ 17-6: After discussion, Council agreed to delete paragraphs 1, 3, and 5 of this section and only keep paragraph 2.

A motion was made by Councilman Gross, seconded by Councilwoman Callaway, that Council approve the first reading of Ordinance 164-12. The motion was unanimously carried.

COMMITTEE REPORTS

- **Assawoman Canal and Trail Update** – Councilman Rae reported:

Councilman Rae received a few completed Inland Bays Hazardous Debris Identification Datasheets from South Bethany property owners and he is now going to submit them. Councilwoman Callaway asked if people could give a description if they don't have the GPS coordinates. Councilman Rae stated that he would submit the reports without GPS coordinates, but the more accurate the reports are the better the chance of it getting corrected.

The Assawoman Canal Trail project is continuing to move along. Bob Ehemann of DNREC reports that the Phase 1 design of the Assawoman Canal Trail was discussed at their July 24 meeting with their consultant. Soil testing survey work will be done in the fall. DNREC will be having another public open house to review preliminary designs. A date has not been set yet. Mayor Jankowski asked when the trail would be finished. Councilman Rae said it would not be finished for years. Councilman Rae said the work may begin the end of next year on the northern portion and it will be a while before we see it down here.

"No Wake" zones – Doug Long from DNREC reports that their agents have been working the entrance at the southern end of the Assawoman Canal and have written some citations for wake and boating violations over the last several weeks. Mr. Long says that the interior of the Assawoman Canal is a park responsibility, but they have been overwhelmed by activity at the parks on the ocean side. Mr. Long is discussing the issue with his lead enforcement officer to perhaps try a parks watch type of wake enforcement with volunteers near Jefferson Bridge. New "Slow No Wake" signs were installed last year through the entire length of the Canal.

- **Community Enhancement Committee** – Councilwoman Callaway reported:

The Town submitted another tree grant to the Urban Community Forestry Grant Program on August 1. We should know by September 1 whether or not we will be awarded another grant. This will allow the Town to put some trees along the median strip and also a couple along the pedestrian walkway at certain locations.

South Bethany's Phragmites Control Program – the Town is receiving a grant from the Department of Forestry Services to address the issue of phragmites in South Bethany. The grant funds will allow us to spray certain areas of Town property that are overrun with growing and spreading phragmites. Also the Town has identified some properties that have a growth of phragmites on the property. This grant will allow property owners an opportunity to participate in the spraying with Envirotech. Envirotech is approved by the Department of Agriculture and is certified to spray phragmites in this area. An information flyer was emailed to property owners enrolled in the Town's Email Communications Program to inform people

about Phragmites. If Phragmites is not controlled it will take over your garden. Councilwoman Callaway stated that if a South Bethany property owner identifies that they have phragmites on their property and want to participate in this program they need to sign and return to Town Hall a Hold Harmless Agreement which can be downloaded on the Town's website.

2nd Annual Adopt-A-Canal/Road-End Beauty Contest – There are 13 locations in this year's contest which has grown from 6 locations in last year's contest. This year online voting is available on the Town's website, and photographs of the canal sites will be posted on the website. The contest encourages community spirit and is an opportunity to thank the volunteers for their hard work. Councilwoman Callaway reported that more canal ends are available to adopt.

WOULD YOU LIKE TO INCREASE YOUR RENTAL INCOME flyer – This flyer was sent through an email News Update encouraging property owners to take a few steps to enhance their curb appeal.

The adopt committee will meet September 6 to go over the results of the contest. The full Community Enhancement Committee will meet in September.

- **Budget and Finance Committee** – Councilwoman Voveris reported:

The Budget and Finance Committee met on Friday, June 27, at 3 p.m. at Town Hall. The following are key points that were discussed:

The Finance Director reported on delinquent tax payers numbering 50. As of today that number is down to 36 with the amount just under \$20,000.

New member Tony Caputo asked about using encumbrance accounting to show anticipated but unrecognized expenses. The Finance Director is reviewing our software capabilities for this practice. Mr. Caputo, Councilwoman Voveris, and the Finance Director met today and they believe this is something the Town can do. Mr. Caputo came to the committee as a former auditor with the City of Rochester. He brings a lot in his knowledge of government systems and municipalities. Councilwoman Voveris is looking forward to working with him.

New member Todd Neven made a presentation on Drop Box/File Sharing. This concept of a "file cabinet" in space to store documents was well received by the entire committee. It should prove both useful and efficient. Information is filed on a secure internet site for committee members to access. Confidential information will not be posted on the site. Only public information will be posted on the site. Once effective results are experienced, this will be considered for other uses within our Town.

The financial policy recommendation for Council was reviewed. Tony Caputo recommended adding restrictions to the policy. Steve Farrow will implement this using guidelines sent to the committee by the Town's Finance Director on the State of Delaware Cash Management Policy Board. Currently the Town just does CDs, which is common for municipalities. There are some other things the committee can look at, but it will be with a Council directive that this can take place. Currently the Town has no financial policy in place. Without having something in writing, the Town has no other options other than CDs. The recommendation will hopefully be on its way to Council in the fall.

Discussion took place on establishing a beach replenishment/canal water quality reserve with all members in agreement that this is a responsible thing to do. Our beach and our canals are our two key assets so we need to have something in place for that. The committee is working on that.

New member Joe Conway spoke to the future use of debt service and the cost involved of obtaining a bond rating. Mr. Conway is bringing forth information on that so that if in the future we needed to borrow money, we would have a process that would take place.

Discussion took place on the use of reserves, minimum balances to maintain, and balancing future budgets. This will continue at the committee's September meeting.

An orientation for new members took place at the beginning of August. Councilwoman Voveris will report on that meeting at the next Council meeting.

Regarding the investment policy, Mr. Cestone stated that he thinks limitations are in the Charter. He remembers when the Charter was amended in the early 2000s it was changed from the Town could only utilize Delaware banks to the Town can utilize any banks. Mr. Cestone said that CDs or other bank investments are not addressed. As he recalls only banking is addressed.

- **Canal Water Quality Committee** – In Councilman Junkin's absence, Councilwoman Callaway read Councilman Junkin's report:

Canal Water Quality Monitoring: Continuing, no issues. Dissolved Oxygen is very low, less than 3 mg/L at all sites this past week.

Little Assawoman Bay Water Quality Monitoring by boat: Continuing, no issues. Dissolved Oxygen is higher than in our canals (there is significantly better flushing in the Bay), about 4.5 mg/L at all sites. We are also taking sea weed samples. There is a trace of sea weed growing in the Bay. This is good.

Pilot Diffuser Program: Envirotech has received the RFP and we expect a response by early September. We should be able to have the Pilot System in place and operational in the spring of 2013.

Grant for Rain Gardens on the east side of Rt. 1: Working with Bart Wilson and Chris Bason from the CIB and Larry Trout from Cardno Entrex. Met with Bart Wilson this past Thursday. We will get Susan Barton from the University of Delaware and Marianne Walch from DelDOT also involved. This is the team that we had for the highly successful median bioretention project that was completed this spring.

Oyster Gardening: Continuing, no issues. Have added a few more gardeners this year.

Inspection/recommendations for SB owned storm drains: Inspections of about 100 drains are complete. Councilman Junkin is working on recommendations. These should be available mid-October.

Volunteers for Cleaner Canals: Jack Whitney has gotten volunteers to monitor all canals for trash.

Home Owner Education Program: Flyers have been developed to educate home owners on the use of fertilizer and lawn maintenance, Grey water piped into the canals, and the damage that impervious surfaces do to our canals. These will be distributed in future News Updates and hard copy mailings. They are included in the packets that we give to new home owners.

Tidal Pump: There has been renewed interest expressed recently about the possibility of a Tidal Pump. Jack Whitney is investigating some of the issues.

- **Planning Commission** – Councilman Gross reported:

The Planning Commission has been busy drafting the proposed revision to the Comprehensive Plan. Council has seen copies of the proposed revision, and Mayor Jankowski has scheduled a Workshop to review the proposed revision. Councilman Gross requested that Council Members hold their comments for the Workshop and not respond directly to the Planning Commission because then they think they have to make an adjustment or respond to it. Councilman Gross also asked that Council Members not make requests of the Planning Commission without discussing it first with Council. Councilman Gross said he will coordinate and work with the Planning Commission.

- **Charter and Code Committee** – Councilman Rae reported:

The Charter and Code Committee had its first meeting, an organizational meeting, on July 30 at 1 p.m. Members of the committee are Al Rae (Council Representative), John Fields, Bob Cestone, Ed Turulski, and Pete Brockstedt (the Town's Code Enforcement Constable) who is a non-voting member. John Fields was elected Chairman and Ed Turulski was elected Secretary.

The committee reviewed the list from the Code Enforcement Constable of things he believes will be helpful for ordinance changes. The committee started working on a couple of ordinances and they will be discussed at the August 23, 2012, Town Council Workshop Meeting.

The Mayor and Council received a letter from a South Bethany property owner with a proposed change to the Town's zoning code regarding the issue of the limitation on the number of bathrooms allowed. Charter and Code Committee member Bob Cestone is reviewing the background information on the ordinance and will present that information to Council at the August 23 Workshop to give Council a better understanding in order to make an intelligent analysis and decision on where Council is going to go.

Councilman Rae stated that the Councilperson who sponsors an ordinance needs to be a part of the process which includes working with the Charter and Code Committee to develop the new ordinance and taking notes during the three readings of the ordinance to give back to the Charter and Code Committee. Councilman Rae later stated that the committee exists to help Council, but Council is not required to submit ordinances to the committee for their review. That is up to the council member.

Councilman Rae asked for a Councilperson to sponsor the proposed ordinance regarding the number of bathrooms allowed if Council decides to go forward with it for a first reading. Councilman Gross volunteered.

- **Communications and Public Relations Committee** – Councilman Damato reported:

The committee had its first meeting on July 14, 2012, at 9 a.m. at Town Hall. Members of the committee are Sue Callaway, Jennifer Riggione, Barbara Sears, John Speer, and Mark Damato. The committee members discussed short-term and long-term goals.

Short-term goals:

Develop a town brochure highlighting South Bethany's attributes and amenities. Sue Callaway, Barbara Sears, and John Speer will be working on the brochure.

Review the Town's website to assess if it needs to be updated to include additional information to assist residents, prospective renters, and prospective purchasers.

Possible family movie night on the beach in the summer of 2013 separate from the Beach Patrol Fundraiser/Beach Party.

Organize a "meet and greet" with real estate agents to sell them on the attributes of South Bethany. Councilman Damato will oversee this.

Mr. Matera stated that there was an article about Sussex County in the magazine *Where to Retire*. The article mentioned Bethany Beach, Fenwick Island, Rehoboth Beach, and Lewes, but it did not mention South Bethany. Councilman Damato said the challenge is getting South Bethany specifically mentioned.

ADJOURNMENT

A motion was made by Councilman Gross, seconded by Councilwoman Voveris, to adjourn the August 10, 2012, Town Council Regular Meeting at 8:58 p.m. The motion was unanimously carried.