



Introducing the “*Community Enhancement Committee*”

During the past year, the Beautification Committee has been discussing the need for a Committee name change – a name that better reflects the work of the Committee. These conversations have stemmed from the Committee’s focus on ideas, tasks and initiatives that will not only enhance the community as a whole, but also help increase individual homeowner's property value and make South Bethany an even better place to live or rent in. The Committee has worked on initiatives that promote community enhancement and volunteerism such as the Adopt-A-Canal/Road End Program; Route 1 Median and Walkway improvement; the Ocean Drive Blueprint; and *Beautifying South Bethany Makes Dollars and Sense*.

Per Council request, the Committee developed and unanimously approved a mission statement at its December 14, 2011 meeting. At the January 26, 2012 Town Council Workshop, the Council voted to approve the name change and its mission.

Mission: To focus on initiatives that will improve the town’s appearance and enhance our community; promote community pride and volunteerism; and increase individual property and community value. The Committee’s scope shall include:

- Town beautification;
- Community maintenance and landscaping; and
- Environmental improvement efforts.

This name change establishes a framework for future Committee Chairpersons and Committee members. The Committee is confident the change will provide the Town with a specific avenue for channeling ideas and addressing concerns for community improvements and enhancements reflected within the Committee’s mission.