



TOWN OF SOUTH BETHANY
Communications and Public Relations Committee
Saturday, August 25, 2012
9 a.m.
Location: South Bethany Town Hall

COMMITTEE MEETING MINUTES

ATTENDEES: Barbara Sears, Mark Damato

I. Meeting Called to Order at 9:00 AM

II. Discussion of Short Term Goals

- A. Town Brochure: revised brochure comments reviewed; some minor modifications were recommended. Damato to forward comments to Sue. We believe large color pictures and potentially larger type brochure would best represent South Bethany; the bookmark may be too small to capture vivid pictures. Damato to check on budget amount allocated and assess costs for various versions. The idea to have a merchant sponsor the brochure with their ad on the bottom or back side was discussed; perhaps a coupon of some sort would entice a merchant to sponsor. The question was what, if any, attempts were previously made, the history and specific contacts. Also, to what extent would the Chamber of Commerce be able to assist?
- B. Web site: committee point person not in attendance but members agreed that enhancements should be assessed as well as adding color pictures of South Bethany to front page. Decision to revisit at next meeting to determine what recommendations are proposed.
- C. Movie Night: discussion moved to next meeting when point person in attendance.
- D. Real estate agent/broker "meet and greet": members discussed logistics and timing. Early Spring/February appears to be ideal time for greatest impact as undecided potential renters typically assess the market in March/April timeframe. Venue would include introductions, refreshments, light appetizers, discussion of South Bethany's continuing improvements and long term plans, and feedback from brokers on the market and prospective renters/purchaser's requirements
- E. Welcome Bags: determined that these would remain under the Council.
- F. Potential addition of short term goals: i) given potential idea of marketing South Bethany as the Venice of Delaware, would a gondola themed kayak race/regatta tie in? ii) Banners along Route 1 light posts in Bethany appeared to provide impact and message; would South Bethany consider similar program? lii) it was agreed that timing for the post labor day beach party was limited but the committee should explore a beach party in July in conjunction with a movie night to include games for various ages.

III. Long Term Goals, Additional Feedback

- A. Other potential activities for the town to consider: a float in the next July 4th parade in Bethany Beach; a boat and/or kayak parade or race/regatta

IV. Property Owners' Participation -- none

V. Adjournment.

The meeting was adjourned at 10:15. The next meeting has been tentatively scheduled for Saturday, October 13, 9:00 AM at Town Hall.

Copies to: Mayor, Town Council, Committee Members, Website