

Communications & Public Relations Committee August 6, 2015, Meeting Minutes

The meeting was called to order at 9 am at the Town Hall.

In Attendance were: Councilwoman Carol Stevenson; Don Chrobot, Maintenance Supervisor; Kent Stephan, Resident; and Kathy Jankowski, Chair. (Linda Raiford, Resident, was absent.)

The following approved activities were discussed relative to their success, future goals, and budget:

1. **Polar Bear Plunge (January)** - This is a very popular and successful activity for the winter. It shows great community involvement and representation from the Town of South Bethany in the Bethany Beach Polar Bear Plunge.
For 2016:
 1. Invite all community residents, not just participants, to the "pre-plunge brunch" preceding the event.
 2. To accommodate larger numbers at the "pre-plunge brunch," reduce the variety of food offered. Perhaps, have coffee, pastries, and fruit.
 3. Continue to offer t-shirts to participants as a way of presenting a "Town of South Bethany" team spirit to surrounding communities.
 4. Overall feeling that this budget could be reduced with the change to "pre-plunge brunch" menu.
2. **Realtor Meet and Greet (March/April)** - This activity has enabled the Town of South Bethany to form a greater allegiance with rental agencies. With the knowledge that rental tax is the highest income category for the Town of South Bethany, we felt it important to build this relationship. Rental agencies are our customers.
For 2016:
 1. After holding group meetings ("Meet and Greet") for the past three years, the Committee has decided that a one-on-one approach should be used in 2016.
 - At least two of the committee members, representing the Town of South Bethany, should meet with Sandcastle and Long and Foster (the top two rental agencies) separately in the March/April timeframe.

- Proposal to meet at their offices with lunch and folders/binders with pertinent information about South Bethany. This would include information about "June Bug" week.
 - Upgrade the "Survey Monkey" survey to renters after the results of this summer's survey are analyzed in September 2015.
2. Periodically send "news updates" targeted at realtors.
 3. The unsightliness of some of the realtor signs was considered. This topic was felt to be better addressed by the Community Enhancement Committee. However, the message could be relayed through the C&PR Committee activities.
3. **Yoga on the Beach (July & August)**—This activity was well attended by as many as 80 to 25 people for each session held on Wednesdays in July and August on S. 3rd Street. The only costs were promotional signs and water provided at the first session. Donations were accepted by the instructor, Tikiri Shapiro.
- For 2016:
1. Continue
4. **Town Float for 4th of July Parade (July)**—We won two awards—Best in Parade and Most Patriotic—enough said. The current Town sound system was not adequate, and therefore, we had to rent one.
- For 2016:
1. Budget for sound system and quiet generator that could be used for other outdoor Town activities.
 2. Assure the budget reflects \$ contributed by residents as this might not occur every year.
5. **Boat Parade (July)** —22 boats registered for and many spectators participated in this activity.
- For 2016:
1. Continue with boat parade and awards ceremony
6. **Movie Night (July)**—Approximately 250 people viewed the movie and actually asked for more.
- For 2016:
1. Show three (3) movies; i.e., beginning of July, end of July, beginning of August.
 2. The Moniz's and Rankin's, who own property on either side of the S. 3rd Street ramp, have been kind enough to allow us to use their electricity for safety lighting along the walkway. Don Chrobot has

arranged with Delmarva to provide electricity at the entrance for future use.

7. **Bicycle Safety Promo (July)**—Attendance is outstanding. The State of Delaware, the Sussex Cyclists Association, and the Town of South Bethany police provide bicycle checks, installation of free front and back lights, and free helmets.

For 2016:

1. Discuss with Chief Crowson if the Town of South Bethany could hold two (2) promotions; i.e., one in July and one in August.
8. **Pedestrian Safety Promo (July)**—This was the first year for this event and the Town of South Bethany was the first to hold one in the state of Delaware. It was well attended.

For 2016:

1. Check to see if the State of Delaware is continuing this activity and participate as the schedule of activities permits.
9. **Coastal Cleanup (September)**—Mary McNeice has volunteered to assume this responsibility from the Jayne's, who have been doing this for years. No funding is needed from the Town of South Bethany. This is strictly a volunteer activity. Perhaps, a "wine and waste" activity would be a good way to thank volunteers.

The following new items were discussed:

1. **Kayak and Paddle Board Races (August)**—We decided to have an informal, unofficial gathering of friends in kayaks and on paddle boards to determine how this might work. Depending on the results of our "prototype," we will make an official request for a Town activity for 2016.
2. **Adult Activity (July or August)**—Mayor Pat Voveris received requests for an adult activity. The Board thought this was an excellent idea. We are proposing a bonfire on the beach with music and possibly the beach vendor providing hot dogs to roast. A subcommittee will be formed to work on this activity.
3. **Message Boxes**—This summer we published a "news update" about events for the month of July. However, these news updates only go out in emails to property owners and are published in the newspaper. We want to investigate the cost of putting several "message boxes", possibly at the entrance to walkways, rather than attaching posters on fences, etc. This way visitors would be able to see news updates about upcoming events.

4. **Contingency Fund**—Since it is difficult to get funding mid-year for any new ideas, it was suggested that we add a “contingency fund” of \$500 to our budget for the upcoming budget year.

The meeting was adjourned at 10:30 am.