

## **Communications and Public Relations Committee Meeting Minutes**

**Wednesday, February 17, 2016**

**Location: South Bethany Town Hall**

The meeting was called to order by Chairman Carol Stevenson. All members were present, Margaret Oliver, Ann Boteler, Lisa Saxton, and Linda Whitney. The minutes of the prior meeting were read and approved. There were no public comments.

### Old Business:

Sue Callaway, Chairman of the CEC asked if the committee would be willing to postpone the proposed Art Show to 2017 so that the artists and store owners in the York Beach Mall can further discuss set up and the best days to host the event. The committee agreed.

The Polar Bear Plunge Event held at 10 AM on January 1, 2016 was reviewed. The breakfast with food donated by the committee members worked well. Approximately 45 to 50 people attended the breakfast, with more meeting the group at the Bethany Beach Plunge Area. Participants received South Bethany Plunge T-Shirts at the breakfast. Mike Tine spoke and welcomed all participants and families. Ann Boteler took pictures of the breakfast and plunge. Sue sent out the pictures on an email Town News Update. Suggestions for next year include adding a South Bethany Flag to rally participants so they may plunge together, and changing the t-shirts to hats or caps for better visibility as a town team.

### New Business:

Discussion of Budget Items

Bike Safety Day has been scheduled for July 6<sup>th</sup> in conjunction with the Police Department.

A Water Safety Class for Personal Watercraft is propose and may be organized by the Coast Guard Auxiliary.

The Realtor Meet and Greet Program will be organized for April with Committee Members going to Realtor Offices by twos. Renee has purchased pens and pads for distribution to the offices and a snack or cookies may be provided for realtors. A list of questions for committee members to ask will be developed by the Chairman with input from others. The town will furnish a list of realtors who service homes in South Bethany, both for rent and sale.

July 4<sup>th</sup> Parade Meeting in Bethany Beach was attended by Carol and Todd Stevenson. The theme for the Parade will be the Right to Vote. A meeting of the Parade Float Committee will be planned for April. Members who worked on the float from prior years will be asked to join. Other members and helpers from the community will be solicited through the South Bethany News Update.

Boat Parade Committee has already formed and will be notified of budget after it has been approved. The date for the Boat Parade is July 3<sup>rd</sup>.

Yoga on the Beach and Beach Clean Up will be addressed at future meetings.

Pictures for the Summer Movie nights were discussed. The Committee voted for Jungle Book and Star Wars.

Other New Business:

It was announced that the Mayor has requested the Committee develop guidelines for the use of our Town Email Updates for outside organizations. These will be presented at the March Workshop. The Town Manager is to approve requests unless he believes they need to be discussed by the Communications and Public Relations Committee.

The Mayor also asked for our committee to look at making the town website updated. The Chairman spoke to Sara Chandlee who proposed a new website. Meetings with Melvin, Pam, and Frank Weisgerber will be asked for input, prior to bringing this initiative to the town council.

The meeting ended with finalizing plans for the February 20, 2016 Pot Luck Dinner. Balloons, tablecloths, nametags, and the like were discussed. The committee will meet at 10 AM on Saturday February 20<sup>th</sup> (along with their husbands) to set up for the evening party. We currently expect about 54 attendees.

The next meeting will be held at 1:30 PM on Tuesday, March 22, 2016. The meeting adjourned at 3:30 PM.

Respectfully submitted,

**Carol**

Carol Stevenson, Chairman