



TOWN OF SOUTH BETHANY  
Communications and Public Relations Committee  
Saturday, July 14, 2012  
9 a.m.  
Location: South Bethany Town Hall

COMMITTEE MEETING MINUTES

ATTENDEES: Sue Callaway, Jennifer Riggione, Barbara Spears, John Speers, Mark Damato

- I. Meeting Called to Order at 9:00 a.m.
  - A. Committee members introduced themselves and spoke of their backgrounds
  - B. Damato presented an overview of Town Council's approved mission statement and reviewed short and long term goals.
- II. Discussion of Short Term Goals
  - A. Town Brochure: review of the general idea and intended outcome; re: promote South Bethany's attributes in short, concise brochure. Members assessed the smaller bookmark format and a larger size. Sue, Barbara and John offered to spearhead. Based on feedback from a participant in the cottage tour, it was determined that brochure would not be needed for distribution during the Cottage Tour.
  - B. Web site: review of the town's website to assess what information should be available, and perceptions of usage. Committee members were not certain most homeowners accessed the Town website regularly or if homeowners, renters, or prospective purchasers were aware of the website as a resource for information, events, etc. Committee believed the website could use some updates and ideally would be the first choice for accessing Town information.
  - C. Movie Night: committee members believed the movie night was a great idea and captured the idea of a family event. There was some concern that the Bull Roast wasn't really all-inclusive (ie: not kid-friendly, scheduled before most schools were finished for the summer) and the movie night/family night would better capture a larger audience. In addition to a movie and moon-bounce, other activities were considered to engage as many residents as possible. John Speers has agreed to spear-head.
  - D. Real estate agent/broker "meet and greet": committee members discussed the competitive advantages of South Bethany and the perception that agents don't necessarily showcase these to prospective purchasers. Members agreed that an informal function with brokers/agents and town staff to highlight what the town offers would be a good means to set a foundation. Damato agreed to oversee.
  - E. Welcome Bags: Barbara Spears has agreed to take the lead on this.
- III. Long Term Goals, Additional Feedback
  - A. Other potential activities for the town to consider: a float in the next July 4<sup>th</sup> 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 10:35 a.m. The next meeting has been scheduled for Saturday, August 25, 9:00 a.m. at Town Hall.

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