

Communications and Public Relations Meeting

March 22, 2016, 3 PM

Minutes

The meeting was called to order at 3 PM by Chairwoman Carol Stevenson. Present were Ann Boteler, Linda Whitney, and Lisa Saxton. Absent was Margaret Oliver. The minutes of the previous meeting were read and approved. There were no public comments.

The theme for the Bethany Beach Fourth of July Parade, Celebrate the Right to Vote was announced. The guidelines of the parade were discussed in relation to how our float should be structured. Yoga organizational meeting of citizens interested in building the float and participating in the parade will be announced. Tentative date will be April 20th for the kick off meeting.

The Realtor Initiative was discussed. The committee will go in groups of two to all realtors on our Mercantile Listing. All will receive South Bethany pens and note pads along with a gift certificate from McCabe's so they may buy themselves a lunch. We will also give to all realtors a handy of Trash Schedules, Beach and Town Rules, Safe Walking and Biking, and June Bug Warnings. We will discuss with the realtors a number of issues concerning our town and increasing rental income and sales for our community. Linda Whitney will compose a final list of questions. Chief Crowson has asked that we obtain a 24 hour phone number for each realtor so police may contact them if the need arises.

The Summer Movie Nights were discussed and we will contact the beach vendor to see if he wants to sell snacks at the July 7th and August 4th movies. Members were asked to look for tricket giveaways and snacks that could be purchased.

Yoga will continue with Lighthouse Yoga on Wednesdays at the beach from June through August.

Guidelines for the use of the Town Email Update were discussed. This is an initiative from the Mayor who wants to have clear guidelines for use by outside organizations. Members were asked to think about how outside use should be determined.

The next meeting was set for April 14th at 3pm.

The meeting was adjourned at 4:30pm.

Respectfully submitted,

Carol Stevenson, Chairman