

Communications and Public Relations Committee Meeting

Minutes

10-16-2015

The meeting of the C&PR Committee was called to order at 1:30 PM. Absent was Anne Boteler. Present were Carol Stevenson, Margaret Oliver, Lisa Saxton, Linda Whitney, South Bethany Finance Director Renee McDorman, and Kathy Jankowski. Lisa Saxton provided refreshments!

Kathy presented a song that she had written called "South Bethany." It was composed by Eric Tsavdar, a Sussex County music teacher. She plans to present the song of local radio stations as a way to promote South Bethany.

Renee McDorman gave an overview of the budget process and how our committee will need to develop a 2017 budget.

We chose dates of July 7th and August 4th for the Movies on the Beach initiative. Carol Stevenson will contact the vendors for costs and movies that will be available.

The February 20th Pot Luck Dinner was discussed and guidelines set. Carol will ask council to transfer funds for supplies needed from the excess monies left in budget from the July 4th float and prior year movie night.

Other subjects under discussion included signage for advertising events and support for a watercraft event. Lighthouse Yoga has agreed to continue the successful Yoga on the beach program for July and August of 2016.

The Committee will support the Polar Bear Plunge and chairs Sue Callaway and Mice trice by furnishing a light breakfast on January 1st prior the Bethany Beach Plunge. Ann Boteler volunteered to photograph the event.

A real estate outreach for early 2016 was discussed to assist in showcasing rental property in our town. Personal visits to local realtors with some gift items was felt to be the best way to get feedback from realtors. Linda Whitney will develop a list of questions and concerns for discussions with the realtors. We looked at some of the possible gift items possible for the promotion.

The next meeting was scheduled for November 17th at 1:30pm. The committee adjourned at 4:15.

Respectfully submitted,

Carol Stevenson, Chairman