

Minutes

Communications and Public Relations Committee Meeting

March 8, 2017

The Communications and Public Relations Committee meeting was held in the Town Hall on March 8, 2017. The meeting was called to order at 1 pm by Chairman Carol Stevenson. In attendance were members Ann Boteler and Linda Whitney, Lisa Saxton and Margaret Oliver. The minutes of the February 10, 2017 were read and approved as amended. There were no public comments.

Old business discussed included Facebook addition and Website updates. Carol reported that the Police department has a successful Facebook page which is managed by Chief Troy Crowson and Patrolman Megan Loulou. The police volunteered to help the town staff with set up of a Town Facebook Page. Carol also reported discussions with Beach-Net concerning an update of our current Website. They reported willingness to work with the town to update and modernize our page. Carol suggested any work on a Website improvement be delayed until a new town manager is hired. All agreed.

Lisa Saxton is completing an update to the background of the Town Bulletin boards except the one inside the main building which will stay as it is. It is hoped that the bright colors and updated theme will attract passersby to look at our news and events.

The budget for the Town was discussed and the committee voted to reduce the line item for public receptions from \$1500 to \$500 in the proposed budget for Communications and Public Relations. The Committee also agreed to ask the Town Council to vote early on the proposed Band Concert so that the contract may be signed in time for reserving the Over Time Band.

Final arrangements for the March 11 Pot Luck Dinner were discussed. Decorating and set up will be March 11 at 11 AM. Reservations number at 48 as of March 8th.

Spring Realtor Outreach was discussed. Carol will ask staff to gather pertinent town schedules and documents, and packets will be prepared to deliver to realtors in an advertising type gift bag along with a small treat for each office. These will be delivered in May by the committee to about 12 local realtors. A town event schedule will be developed and added to the packet.

Carol reported that the Boat Parade Committee led by Kent Stephen and Kathy Jankowski has begun plans for the July 2nd Boat Parade. The first Email Update has been prepared and should be delivered shortly.

The Town summer activities sponsored by the Town Council will include Boot Camp on the Beach on Tuesdays and Saturdays, Yoga on the Beach Tuesday and Thursday, the Boat Parade on July 2nd, a Concert at the Town Hall by the Over Time Rock Band, a Parade Float in the Bethany Beach July 4th Parade, movies on the beach to be held on July 13th and August 3rd, and a fall Beach Party on September 9th.

The next meetings of C and PR are scheduled for May 10th and June 7th from 1 to 3 pm at Town Hall.

Respectfully submitted,

Carol Stevenson, Chairman