

Minutes 6-13-2017

Communications and Public Relations

The Communications and Public Relations Committee met on June 13, 2017 at 1 pm in the Town Hall. Carol Stevenson chairman called the meeting to order and all members, Ann Boteler, Linda Whitney, Lisa Saxton, and Margaret Oliver were present. The minutes of the May 10, 2017 meeting were read and approved. There was no public comment and no public attended the meeting. The chairman reported that a citizen complained that the committee was spending excessively and that there was so much money spent on "fun" that there is no money for Mobi mats or for road repair. The chairman reported that a written response to the complaint was made explaining that all spending by the Committee is within the budget and that Mobi mats were funded as well as road repair in the 2018 budget. The Chairman asked that all committee members explain that the budget is on the Website and the budget for Communications and Public Relations is quite small and that the many events provided by the Committee do have value by creating opportunities for citizens to become involved in the community and by providing a positive message about the community.

The Committee reviewed the Photo Exhibit Event and felt that it was a very successful one. The Committee reviewed their Realtor Outreach project and felt the realtors did appreciate receiving the bag with Community Information and small gifts. The assessment of the value of this program was mixed and more study will be done prior to the next budget as to the usefulness of this program. New internet offerings such as VRBO will have some effect on the usefulness also. There was also discussion of the Accommodation Tax which may adversely affect the town rental income. The Chairman will find out the actual number of rental units licensed in our town. Ways to make sure all rental units pay town rental tax were discussed.

The upcoming movies were discussed and all hands will be attending. This is felt to be enough volunteers. Tim Shaw also volunteered to assist. Ann Boteler will find out if the Clayton will provide popcorn. If not, the committee will make and package the treat for both movies. Small stuffed pets will be provided for The Secret Lives of Pets showing on July 13th, along with glow necklaces and popcorn.

All hands will be on deck for the Band Concert to direct attendees and assist with those who need to find the toilets. Spouses will also attend as Band Crew. Police will clean out the parking lot. Volunteers will pass out lyrics to the Town Song.

The Boat Parade is on track to have 15 boats in parade on July 2nd, Kent Stephan and Kathy Jankowski are chairing the project.

The July 4th Float in the Bethany Beach Parade is also on track to be completed for Independence Day.

The meeting concluded at 2:30. The next meeting of the committee is scheduled for August 1, 2017 at 1pm.

Respectfully submitted,

Carol Stevenson, Chairman