

Minutes

Communications and Public Relations Committee Meeting

May 10, 2017

The Communications and Public Relations Committee meeting was held in the Town Hall on May 10, 2017. The meeting was called to order at 1:15pm by Chairman Carol Stevenson. In attendance were members Ann Boteler and Linda Whitney, Lisa Saxton and Margaret Oliver. Also in attendance were Susan Brune, South Bethany resident; Janet Powell, new town clerk; and Maureen Hartman, new town manager. The minutes of the March 6, 2017 meeting were read and approved with amendment. There were no public comments. All members and guests were introduced and told a bit about themselves.

Old Business was discussed. The Chairman asked all members to please turn in bills for expenses to Renee in a timely manner. Lisa discussed difficulties in trying to spruce up bulletin boards and will continue to work on this project as time allows. The group felt that the space is extremely crowded and a larger space is needed for public interest announcements. Carol will follow up with Don as to the feasibility of additional bulletin boards in the community. The St Patrick's Celebration Pot Luck Dinner held in the Town Hall on March 11th and all agreed it was another successful event. All members were thanked for their hard work on the event.

The First Annual South Bethany Photography Exhibit Grand Opening will be held in Town Hall on May 26th from 7 to 9 pm. There will be 26 photographers exhibiting. It is expected that 75 to 100 guests will attend. The CEC will set up the room that day. The C&PR committee will provide punch, a fruit plate, appetizers and desserts. Susan Brune volunteered to provide an appetizer also! Ann Boteler and Todd Stevenson will provide some old cameras as table decorations. The Committee needs to arrive by 6 pm to set up food. Families are welcome.

The annual Realtor Outreach will consist of gift bags delivery to the 14 realtors who manage rental properties in South Bethany. Gift bags will consist of pens, note pads, candy, and a folder with timely information about South Bethany including the Refuse Schedule, Town Rules, Police Information on June Bugs, Animal Waste, Summer Events, Emergency Contacts, and helpful information on Property Improvement. The Committee packaged the gift bags and will deliver a gift packet to each realtor along with a thank you for their help with a successful rental season. Members will also ask if there are any concerns that realtors have which would impact town rental income.

The Chairman reported that plans for the July 2nd Boat Parade are progressing. The Boat Parade Committee, co-chaired by Kathy Jankowski and Kent Stephan, will also purchase small American flags to hand out to spectators at the Parade. They will use signs from 2016 to direct spectators to the viewing sites and also prepare similar information for the web site, email update, and bulletin boards.

Movie choices will be "The Secret Life of Pets" on July 13th and "Moana" on August 3rd. Popcorn will be given out again as in 2016. The Clayton Theatre will provide popcorn for the event and Committee will package in small bags. Favors for children were chosen. Small soft animal pets will be handed out to each child for "The Secret Life of Pets" and Hawaiian leis for children attending Moana. Some Glow Necklaces and Glow Toys will also be provided.

The Band Concert details were discussed and it was decided to order small American Flags for children attending the concert. The song "South Bethany" will be performed and lyrics handed out to the audience.

Healthy Initiatives, Boot Camp and Yoga are on track to be held twice weekly this summer. Although Moonlight Yoga had been planned, the instructor has had to cancel that part due to a scheduling conflict. Signage has been designed and will be ordered as soon as possible. Yard signs will be placed at each beach entrance for the summer season. Posters and email updates will begin going out also. Signs and posters for all events will be designed and ordered. A calendar poster of events will be developed to place on bulletin boards, website and email updates.

Town Manager Maureen Hart gave her thoughts on Facebook. She has had extensive experience with developing and managing a Facebook Page for her former Township in Pennsylvania. The township actually won a state award for developing an outstanding Government Facebook Page. Maureen will begin to work on developing a South Bethany page as soon as time permits. The C&PR will help by providing copy and photographs for the page.

The Chairman reported under new business that Sue Callaway attended the SCAOR (Sussex County Association of Realtors) meeting on May 4th. She reported to the chairman that there are many opportunities to advertise our summer programs through state and local organizations. The Chairman will begin to look into these opportunities to increase tourism in South Bethany.

The first meeting of the Independence Day Parade Float Sub-Committee will be held on May 23rd at 10 am. The next meeting of the C&PR will be held on June 13th at 3pm.

The meeting was adjourned at 3:30 pm.

Respectfully submitted,

Carol Stevenson, Chairman

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