

Minutes

Communications and Public Relations Committee Meeting

February 10, 2017

The Communications and Public Relations Committee meeting was held in the Town Hall on February 10, 2017. The meeting was called to order at 1 pm by Chairman Carol Stevenson. In attendance were members Ann Boteler and Linda Whitney. Absent were Lisa Saxton and Margaret Oliver. The minutes of the December 5, 2016 were read and approved as amended. There were no public comments.

The March 11 Pot Luck Dinner was discussed. Brochures are up on all bulletin boards and email news updates will be sent out advertising the party on a weekly basis until the event. The Committee will set up on Saturday March 11 at 10 AM, and the event will be held starting at 6 PM. The theme is St. Patrick's Day.

The budget shortfall for the Town was discussed and the committee voted to reduce the proposed budget for Communications and Public Relations. It was decided to stop funding for the South Bethany Polar Plunge Team for 2018. Although there are enthusiastic South Bethany Plungers, the decrease in numbers and lack of attendance was noted. The Committee felt that the cost of shirts for a few does not justify the dollars allocated. The Committee will continue to support the South Bethany Polar Plunge and will provide a New Year's Day Breakfast for the South Bethany Team if desired. It was hoped that we may support the Team with funding in the future if warranted.

The Committee also voted to present only two summer movies instead of the proposed three. Prices remain the same for Barton's Movie Rental and for Swank Productions features. The committee will continue to see some of the available movies and vote for their favorites at the next meeting. The proposed dates will be July 13th and August 3rd.

The Committee also discussed changing our Realtor Outreach Program which has been quite costly in the past. We will change our program to be less costly, while still providing information about South Bethany by way of packets with Town Rules, Brochures showcasing Town Activities, and Town Contact Information. Future plans include developing a brochure for homeowners which will help them optimize their rental property appearance and assist them in providing needed information to guests. These could be sent out with rental license agreements on a yearly basis. The committee will work on an outreach package for Spring 2017.

Carol Stevenson will discuss the development of a Facebook Page for our Town with Troy Crowson. The Police department have a very successful Facebook Page and are willing to assist our town with building the page. Carol Stevenson and Sue Callaway will explore a Website Redesign in the near future.

Other events such as Boot Camp and Yoga on the beach will continue. The only cost for these events is advertising. Boating safety classes are also held by the Coast Guard Auxiliary.

A discussion concerning publicity was held and many suggestions were made. It was noted that signs should be very bright and eye catching. They should be placed around town in addition to at beach walkways. A sign listing all the activities for the week of July 4th was recommended. Other suggestions were advertising of the Junior Lifeguard Program and Coast Guard Boating Safety.

Respectfully submitted,

Carol Stevenson, Chairman