

Minutes of Communications and Public Relations Committee

January 25, 2018

The Committee met on January 25, 2018 at 10 am. The meeting was called to order by Carol Stevenson, Chairman. All members were in attendance, Margaret Oliver, Stephanie Bunoski, Linda Whitney, Lisa Saxton, and Ann Boteler. The agenda for the meeting was approved, and the draft minutes for the prior meeting held on December 1, 2017 were read and approved. There were no public comments.

It was announced that the Committee still has \$384.68 left in budget for our last events of the year. Renee has ordered Good Will gifts including pens and small pocket flashlights along with South Bethany labeled Flash Drives. These were purchased from General Funds, so were not charged against our C&PR budget. After Pot Luck Supper expenses, this will leave us with about \$300 for our Realtor Breakfast and Gifts Cards for Realtor Offices.

Realtor Outreach for spring, 2018 was discussed. This year plans will include an informational letter to all who rent their homes giving important suggestions for making the rental season a safe and profitable one for the homeowners*. The letter will go out with regular town mailing to all home owners in early 2018. The Realtor Event will be a Brunch at the Town Hall with gifts for realtors who attend. This will be a meet and greet with the Town Manager and the Police Chief. Attendees will receive informational packets, flash drives with the town regulations, trash schedules, important phone numbers, and a gift certificate for each realtor group. The date and time for Brunch is March 22nd from 8 to 10 am. Invitations will go out at the end of February and RSVPs will be taken until March 14th. We will provide breakfast casserole, coffee, juice and pastries. Top rental realtors will be invited and it is hoped that the town manager, finance director and police chief can attend to answer questions.

The first 2018 Pot Luck Dinner will be held on February 10, 2018. The theme will be Valentine's Day and the Dinner will be held in Town Hall at 6 pm. The Committee will meet at 11 am on Saturday February 10th for set up.

The events for the next fiscal year were discussed. The theme of the Bethany Beach Parade will be Happy Birthday, America. Included in the summer activities are a July 4th Independence Day Bethany Beach Parade Float, performance outdoors at Town Hall by the Overtime Rock Band, and two Summer Movies on the Beach. A picnic may be held in conjunction with the August Summer movie on the Beach. Tentative dates for 2 summer movies will be July 11 and August 11. The Committee will meet again on March 9th at 10 am. The SBPOA will host the summer Boat Parade.

Respectfully submitted,

Carol Stevenson, Chairman and Town Council Member

*Note: The letter proposed to send out to all home owners will not be done as a different method of notification for rental licenses will be instituted by the town. This will be modified to go out with rental licenses.