

Minutes of Communications and Public Relations Committee

October 25, 2017

The Committee met on October 25, 2017 at 1 PM. The meeting was called to order by Carol Stevenson, Chairman. All members were in attendance. The agenda for the meeting was approved, and the draft minutes for the meeting prior on August 1st were read and approved.

The Chairman came to the Podium at the October 13th Town Council meeting as a private citizen to tell the Council about a possible C&PR committee initiative to allow Yoga and Senior Stretch classes at Town Hall. Discussion followed and members of the Town Council felt that the programs might make the carpet smell and that such classes could damage the Council Chambers. The Town Manager also felt that even with the town citizens providing these events, Town Rules would also require a member of the C and PR committee to attend every class to monitor any damage. The chairman withdrew this request on advice of the Town Manager.

It was announced that Joe Conway has volunteered to become the chairman for the annual Boat Parade. The Chairman met with the President of SBPOA who wants to take on the Boat Parade as a Community Activity. The Committee Chairman agreed and will provide any assistance such as materials and background information for the SBPOA. The Boat Parade will be funded and sponsored by the SBPOA and will be called the SBPOA Boat Parade.

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 all the town regulations, trash schedules, important phone numbers, and a gift certificate for each realtor group. The date is to be determined.

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. More information will follow.

The events for the next fiscal year were discussed and include a July 1 Boat Parade sponsored by SBPOA, 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. Tentative dates for 2 summer movies will be July 18 and August 8. The Committee will meet again on December 1 at 10 am.

Respectfully submitted,

Carol Stevenson, Chairman and Town Council Member