

Communications and Public Relations Committee Meeting Minutes

September 12, 2018

The Meeting was called to order at 3:10pm by Chairman Carol Stevenson. Present were members Lisa Saxton, Linda Whitney, Ann Boteler, and Stephanie Bunoski. Absent was Margaret Oliver. There were no members of the public present.

The Committee voted to approve the draft agenda for the September 12, 2018 meeting and to approve the minutes for the previous meeting held on June 11, 2018.

Old Business included a call to bring forward any outstanding bills for supplies purchased over the summer. There were none. Committee members discussed the activities that were held over the summer including boot camp, yoga, movies, and band concert and fitness class. It was suggested that yoga be held at 8:30 instead of 8 am. It was also suggested that if band concert is held in 2019 we try a different band. Malvo's Snow Cones might be a better vendor than Jay's vending for treats at the concert.

The Chairman reported on the Independence Day Float project and the award from the Bethany Beach Independence Day Parade of Best in Show. It was noted that the help of the town Maintenance staff was vital to the effort. The committee created a float themed Happy Birthday America with historical characters, music, and a giant birthday cake with smoking candles, Paul Revere in the Town Rescue Vehicle and candy treats for the crowds.

The movies were critiqued. The first movie Sing was held in the midst of Beach Replenishment and that presented some difficulties. With the generous assistance of the Beach Replenishment Contractors, the movie equipment had to be moved about 100 yards south to a safer location. This did not seem to present a problem to movie goers, and a good crowd attended. It was noted that the first ever rain cancellation left the committee a little surprised and without a great notification system. In the future a preprinted sign will be posted at the walkway entrance to notify movie goers of the cancellation. The change of the movie night from the rainy Saturday to the next Wednesday seemed to be very successful with a very big crowd attending. Dr Munoz, whose property is adjacent to the handicap ramp graciously gave the use of his electricity to light the ramp for the August Movie. Hot dogs and chips were a great hit with the movie goers. There was one complaint that the movie was not on a Saturday night. Given the difficulty in getting volunteers for weekend night that may not be a possibility, however the committee will attempt to comply with this week end request in the future. The positioning of a porta-potty for the movies as a convenience for movie goers will not be done in the future. It was a successful convenience for the July movie and several families with small children complimented the committee for that addition. One person complained that this was on his property and smelly and there was a big line for the toilet. It should be noted that both portable toilets were on the town right of way and the August portable toilet was locked at all times with a padlock and it was never opened for use at any time. It is quite doubtful that a line existed. Portable toilets are currently positioned on building sites in our town including ocean drive.

Our Healthy Initiatives were discussed and a suggestion for yoga to start at 8:30 was made. The Yoga and Boot Camp offerings were quite successful. There was some exercise class on the beach almost

every morning. A Fall Adult Fitness Class is currently being held on Mondays from 8:30 to 9:15 am in the new Adult Fitness Area next to Town Hall.

Future activities were planned for the rest of the fiscal year. Two Pot Luck Dinners were planned, for October 27th and for March 16th. The October 27th Pot Luck will be a Halloween Party and all attendees may dress in costume. The March 16th Pot Luck will be a St Patrick's Day Party with an Irish Theme. Flyers will go out at appropriate times. For the Halloween Party, assignments for jobs were made, and Lisa Saxton will design a flyer for the event to go out as an email update.

The Town 50th Anniversary Party was discussed and the role of the C&PR Committee in the planning and execution. Currently the plans call for a town wide party on June 30th from 1 to 4 pm. This big event will be housed in tents at town hall with music, food, public service tables, door prizes, free gifts, special surprises, and fun for children and adults. This party will take the place of the free band concert and will mean that there will be no Independence Day float will be built for the year 2019.

Future staffing needs were discussed and the ability for current programs to be managed by staff members rather than volunteers was also explored. The future makeup of the C and PR Committee was also discussed. The meeting adjourned at 5 pm.

Respectfully submitted,

Carol Stevenson, Chairman and Town Council Member