

TOWN COUNCIL REPORT
COMMUNICATIONS & PUBLIC RELATIONS COMMITTEE
JUNE 23, 2021

The Communications & Public Relations Committee met on June 23, 2021. Two members and the Chairperson were present, one member participated by phone, and two members were absent.

The Committee reviewed the South Bethany Committee Guidelines, its approved budget for FY2022, and the list of activities proposed for the fiscal year by the previous year's committee. It was decided that the Movie on the Beach will go forward on July 21st with a rain date of July 22nd. No snacks or beverages will be provided; attendees will be encouraged to bring their own food and drink and to carry-in/carry-out any trash they may generate. Chairperson Dondero is coordinating efforts with town staff related to advertising, set-up, logistics, and clean-up. Two committee members volunteered to assist on the night of the event. [Following the meeting, it was decided to choose a movie with a shorter running time than the one previously proposed. Thus, at this time the movie selection is to be determined.]

The Committee reviewed the list of activities and dates proposed for the year which include a bonfire on the beach, Halloween potluck party, caroling on the trolleys, and St. Patrick's Day potluck. At their next meeting, the Committee will determine whether to hold some or all of these events or modify the event schedule.

The timing of the proposed bonfire on the beach was discussed, particularly the idea of moving this event to sometime in September. Should the event go forward, a professional company will be used to start and manage the bonfire; the lifeguards will not be involved.

Chairperson Dondero expressed her desire to see the Committee shift its primary focus away from hosting social activities to focusing more on efforts to enhance communication between the Town and its property owners and residents, and increase participation in town meetings, committees, and events. This idea will be explored at future meetings in conjunction with input from town staff.

Respectfully submitted,

Edie Dondero, Chairperson