

COMMUNICATIONS AND PUBLIC RELATIONS COMMITTEE
AUGUST 6, 2021

The meeting was called to order at 2:02 pm by Chairperson Dondero. Also in attendance were committee member Margaret Oliver and prospective committee member Marsha Butterfield; Mo Webster and Ingrid Moore participated by phone. Members Linda Whitney and Janet Riley were absent.

Approval of the draft minutes of June 23, 2021 was deferred until the next meeting.

There were no members of the public present.

OLD BUSINESS

The Committee discussed the Movie on the Beach event held on July 22, 2021. Originally scheduled for July 21st, the event was postponed to the following evening—by decision of the equipment rental company—due to the threat of severe thunderstorms. The decision to cancel was made late on the afternoon of the 21st but all attempts were made to spread the word: cancellation signs were erected at beach walkways, a notice was posted on the Town's website, and an email was sent out to all subscribers notifying of the postponement. About 90-100 people attended the rescheduled event and reviews were all positive.

The Chairperson is working with Town staff and a private company to schedule a bonfire on the beach for either the last weekend in September or the first weekend in October. The event is an effort to build community by providing residents with an opportunity for social interaction. The Chairperson will check on whether or not it will be permissible for attendees to bring their own marshmallows and sticks for roasting.

The decision was made to cancel the Halloween potluck due to the ongoing pandemic. The Caroling by Trolley event will be tentatively planned, pending the status of Covid restrictions in December.

NEW BUSINESS

The Committee discussed the need to grow and update the Town's list of property owners' email addresses. Those residents who have not supplied a valid email address will not receive important announcements, opinion surveys, or the Town newsletter. The only paper mailings sent out by the Town are the annual property tax bills and the rental declaration form. The Committee will encourage the Town to solicit email addresses via those mailings. It was also suggested that if the Town staff mails out a survey to residents regarding the proposed improvements to Town Hall, it might be a good idea to capitalize on that by also soliciting input on events and communications, and asking for updated email addresses. Lastly, it was suggested that if a paper survey is mailed to property owners that it include a QR code for those who wish to complete it online.

The next meeting was scheduled for Friday, September 17th at 1:00pm.

The meeting adjourned at 2:40pm.