

COMMUNICATIONS AND PUBLIC RELATIONS COMMITTEE
OCTOBER 22, 2021

The meeting was called to order at 1:05 pm by Chairperson Dondero. Also in attendance were committee members Marsha Butterfield and Ingrid Moore; Mo Webster and Janet Riley participated by phone. Members Margaret Oliver and Linda Whitney were absent.

The Committee approved the draft minutes of the meetings of June 23, 2021 and August 6, 2021.

There were no members of the public present.

OLD BUSINESS

The Committee discussed the Community Bonfire on the Beach event held on October 1, 2021. The event was well attended by approximately 80 residents and their guests. There was much socializing and conversation and the Committee was pleased that several new residents attended and had the opportunity to meet their neighbors. All of the logistics of the event were successfully planned though, in the future, some additional lighting on the beach (torches, lanterns, etc.) would be a nice addition. Additionally, a designated fire manager should be appointed to monitor and stoke the fire throughout the evening. Based on the very positive reviews from attendees, it was decided to make the bonfire an annual fall event.

A discussion ensued about whether or not to host the Caroling by Trolley event tentatively scheduled for December 11th. Chairperson Dondero expressed her reservations about hosting the event due to the continuing numbers of Covid cases. It was also pointed out that the recent survey sent to residents by the Planning Commission in preparation for the 5-year update to the Comprehensive Plan did not show much community support the event. After discussion, it was decided to cancel the event.

A discussion followed about another possible event to be held before the end of the year that would be Covid-safe, require minimal or no expenditure of Town funds, and could be pulled together quickly. The Committee is investigating two potential ideas.

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 the rental declaration form.

The Chair proposed a brief monthly email update/newsletter from the Committee to the Town's mailing list lists upcoming meetings and events, or other relevant information. The idea is to further increase communication between the Town and property owners and share as much information as possible.

The Committee compiled a list of suggested content for the Visitor section of the Town's website which will be undergoing updates this winter. The list will be sent to the Town Administrator and the Committee will offer its assistance in compiling the relevant information.

Discussion began about ideas for community events in 2022. The decision was made to retire the community potluck dinners but to continue to propose for Council approval an annual movie on the beach during the summer and a community bonfire during the fall. The Committee expressed the desire to offer events that encourage community building and/or offer opportunities for community service such as beach cleanups, dune planting, or canal end cleanups. Other ideas proposed included live music at Town Hall or on the beach, an emergency preparedness event for residents, and bicycle safety events to be held in conjunction with the Bicycle & Pedestrian Safety Committee.

The meeting adjourned at 2:08 pm.