Minutes

Town of Dewey Beach Marketing Committee Meeting

Dewey Beach Lifesaving Station
#1 Dagsworthy Ave., Dewey Beach DE 19971
Friday, November 18, 2016, 4:00-5:30PM

Convened Meeting

Member/Advisor Attendees: Eleanor Tyler, Carla Carter (Advisor), Drew Martin, Rich Cropper, Maggie Bauer – quorum attained
Additional Attendees: Commissioner Diane Hanson, Mayor Dale Cooke
Absentees: Marilyn Seitz, Amy Levy, Kelly Ranieri (Advisor), Rene Lutrell

Agenda was reviewed and adopted. The following items were added: DB Sea Witch Participation and continuing and budgeting DB Walking Tour pamphlets.

Dewey Beach Summer Launch Status – this item was not discussed as the Committee rep was not present. It will be carried forward to the next agenda.

This is Our Dewey Beach" Video – this item was not discussed as the Committee rep was not present. It will be carried forward to the next agenda.

Communications – Social Media, Press Releases – Discussion regarding having an intern – Perry Martin – update Facebook for the Town. The Committee was in favor. Diane, Dale, Perry and the Town Manager will meet to discuss.

Budget Discussion

a. Sign Board/Marketing Cards – the DBP will produce these in 2017 so no action required by the Committee
b. Funding Children's Events – Discussion on what and when; no decision; will be carried forward to the next agenda
c. Photo-op Site – Discussion; committee in favor. Need to decide where to place and get costs

"Water Safe" Bay Activities – Discussion concluded that the Committee will not take up this initiative this year.

DB Sea Witch Participation – Discussion around options for 2017. Ideas included a banner carried by volunteer DBers (all ages, in costume) and volunteer DB Beach Patrol guards handing out candy along the route to building a float. Rich Cropper will look into the Hyatt offering the use of an existing float; Drew offered the use of a vehicle for the float. Diane will continue to develop this initiative.

DB Walking Tour pamphlets – Committee agreed that these are worthwhile and Eleanor agreed to continue to work this initiative.

Open Forum

Carla volunteered to define marketing/branding parameters.
Dale volunteered to confirm availability/use of the motto "Dewey Beach – A Way of Life"
Rich volunteered to contact leaders in Ocean City as to how they manage their Sunset activities.
Maggie volunteered to contact the Boardwalk Hotel re the photo-op sign re costs, maintenance.
Diane and Dale reminded the Committee that all initiatives and activities must be approved by the Commissioners.

Next Meeting Date – 12/9/16

Adjourned Meeting