

# Minutes of the Marketing Committee Meeting, May 20, 2016

## Dewey Beach Life Saving Station

1 Dagsworthy Avenue

Dewey Beach, DE 19971

The Marketing Committee meeting was attended by a quorum. The minutes of the April 29, 2016, meeting were reviewed and approved by unanimous vote of the committee members.

### Topics discussed:

1. Committee members reviewed efforts and progress on the following topics:

#### a. Book exchange

- i. Need costs for the two planned book stands and the 18 book boxes that will be put in the beach kiosks.
- ii. The marketing committee is collecting used books that are donated by Dewey Beach citizens. The books that are acceptable to the book exchange are family friendly and light reading suitable for beach use.
- iii. Children and adult books are sought; also, paper games such as a collection of Sudoku puzzles are welcome.
- iv. Several locations for book exchange will be supported by the Marketing Committee: Life Guard Museum, outside Town Hall; and the 18 Lyman kiosks on the beach. These Lyman food concessions will have books in plastic boxes. Venders at the concessions will move the boxes out in the morning and return them to the shelter when the concession closes.

- v. Donated books; the users of the books can return books to the book stands or the plastic containers; alternatively the users can keep the books. The Marketing Committee encourages users of the book exchange to donate books, as well.
- vi. The sticker medallions for the books have been ordered. The stickers will read. "Enjoy, Dewey Beach Book Share." The medallion will have a picture of a sunrise over ocean waves.
- vii. The book stands and plastic containers will also include copies of the Dewey Beach walking/talking tour
- viii. Dewey Beach is on Instagram - ask people to tag us where ever you have the opportunity .

b. Dog events. The Marketing Committee encourages dog events such as the Cinco De Mayo Chihuahua Race that was held May 7, 2016. As with the previous experience for this event, the dog race was very successful with good attendance and good competition, in spite of some rain. The Marketing Committee discussed the possibility of getting bleachers for better access and seating next year.

c. The Dewey Beach stickers with a sunrise/sunset theme will be ordered.

d. The committee is looking into standing paddle board races with a possible financial prize.

2. Mayor Hanson, who attended the meeting, reiterated that the Marketing Committee's purpose is not to undertake numerous events. It was suggested that the Committee continue to use future meetings to review the purpose of the Committee, the goals of the Committee and then the recommendation of tactics for others to undertake to support those goals.

The next meeting will be on June 24, 2016, at 4:00 PM, Life Saving Museum, Dewey Beach DE.