

Minutes (Draft) of the May 5th, 2018, Marking Committee Meeting

Present: Marilyn Seitz Chair, Eleanor Tyler co-chair, Carla Carter Adviser, Commissioner Dale Cooke and Mayor TJ Redefer

Unable to attend Drew Martin, Member, and Paul Bauer, Town Commissioner Liaison. Congratulations Paul on the recognition you are receiving from Staples for your outstanding work.

Meeting was called to order at 1 pm with a quorum present.

1. Follow up on issues discussed with Scott Koenig Town Manager: Eleanor Tyler went with Infrastructure Committee Chair Jim Tyler to suggest ideas. There are two utility poles that make handicap accessibility on the sidewalks impassible. This is also an issue for families with strollers. Both poles require sidewalk bump-outs. There are four other poles that barely meet accessible standards. Scott told us that DOT has a grant to review ADA accessibility in Town and this information will be used with that report. Pictures, measurements etc. were left with Scott. Infrastructure committee will follow this issue.

2. In keeping with the desire to make Town Hall more visible from route 1 signage was discussed at previous marketing committee meeting. It was voted to request the signs [2] be made in the town colors. One for right hand turn placed on SW corner of Route 1 town property to identify location of town hall. The second sign in the median from the south that displays the need for a U turn on Read Ave. to get to Rodney & Town Hall. Scott was in favor of pursuing this & asked if council had approved the town colors. This has not been done; so, Eleanor will pursue it.

Colors to market Dewey has been an evolving effort. First, in 2013-14 Carla did a SWOT analysis. One of the outcomes of this was to highlight the town's unique quality of having the sunrise & sunset to enjoy. We began to use color to market Dewey with Maggie Bauer but never made it official. The town commissioned Signarama to put up the welcome signs at each end of town. The colors selected for the signs range from sunrise to sunset namely: orange, yellow, red and burgundy. Rick Welk & Gwen Osborne of Signarama provided color tables for the color values used. These tables can be used by town council & TM to consider establishing town colors. At the meeting it was discussed that other colors have been used by different town groups. It was agreed that the council should consider if it's appropriate to adopt town colors and to consider the above four colors in the group of colors to be considered. Mayor Redefer will bring this to council.

The next consideration for the committee was the long known need to enhance a positive image of the Town through digital format. This was agreed to by those present. Mayor Redefer will consult with Carol Eberhart C of C regarding their format. This goal will then be reviewed with council.

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3. Dale Cooke advanced the obvious low citizen participation issue we face. I have found working on this committee fun & interesting. It is a pursuit I recommend, but it is time for me to leave room for someone else. I, Eleanor Tyler, will be leaving as soon as someone would like to take over or by October when the committees are next installed. Thank you

5

6 Marilyn reported that she spoke to Kelly R. and Diane H. about some of the events suggested at last meeting. Kelly liked idea of of a Bay Boat Parade but wisely suggested we do it next year after the Bay walk is finished. I agree. We also decided to do Dewey Beach House tour maybe this fall.

7 Proposed New Events.

Marilyn described the Family Friendly event to build, possibly, the longest sand castle ever in Dewey Beach! Local resident, Darrell O'Connor, with his team of teachers, will oversee the Sand Castle project. Participation ribbons will be giving to all children. Parents are encouraged to participate. Dewey Beach's long continuous sand castle will be placed on the beach between the dune fence and the lifeguard stands. Construction time will be from about 10:00 am to 2:00 pm, when the sand castle will be measured. Only use organic /natural items from the beach. Participants should bring small tools and water buckets. No power tools are allowed for the June 16 event. Discussed possible ideas with Darrell O'conner. Marilyn will contact Police Dept. to get permission for two banners one at each entrance to town. Children will receive an award ribbon.

8A. Marilyn consulted with Kelly R. and Diane Hanson about some future events. Kelly liked the idea of a Bay Boat parade but suggested that we do it next summer after The New Bay walk is complete. We all agreed that it would be the best time.

8B. A Dewey house tour is possible in the early Fall

9. Marilyn express great concern about unsafe condition of the year-old accident scene at the corner of Rt 1 and Swede St. The damaged buildings are a hazard with no fencing to keep children out. Plus, it is a bad image at entrance to our Town. There is no dancing to deter teens from entering the decrepit buildings.

These discussions were accompanied by enthusiastic support from the committee members and the public in attendance.

The committee may discuss at a future meeting events such as the Clydesdale and wagon visit to the Town. This is a Steve Montgomery/Starboard event, but the Marketing Committee and Town may contribute. Other events as the opportunities present themselves. (increasing beach weddings, etc.).

The committee discussed an estimate of a budget for Town marketing but did not come to any specific recommendation.

Materials from Dewey Beach for the Visitors Guide (the 2019 Official Area Visitors Guide, Rehoboth Beach & Dewey Beach Delaware). The material needs to be formulated by November 2018 and will be decided on at a future meeting of the Marketing Committee. We will try to update the C of C Visitors' Guide as the year progresses so we don't have a rush at the end of the year. The book share information will be added to the Visitors' Guide for next year. Marketing Committee members are on alert to obtain photos, etc., to support the 2019 Visitors Guide.

Eleanor Tyler will work with the Infrastructure Committee to move forward on the problem of the utility poles that interfere with sidewalk accessibility. We will first bring it to the town manager's attention. At the same time the signage to locate the town hall will be addressed.

The meetings of the Marketing Committee are scheduled for the first Saturday of the month. So, the next meeting is scheduled for May 5, 2018, at 1:00 pm

The meeting was adjourned at 2 pm
Respectfully submitted,
Eleanor Tyler and Marilyn Seitz