DRAFT Meeting Minutes

**Town of Dewey Beach Marketing Committee Meeting**

Friday, October 21, 2016, 4:00-5:30PM

Convened meeting; quorum attained.

Member/Advisor Attendees: Marilyn Seitz, Eleanor Tyler, Kelly Ranieri, Carla Carter, Drew Martin, Maggie Bauer

Other Attendees: Diane Hanson, Dale Cooke,

Absentees: Rene Lutrell, Amy Levy, Rich Cropper

Agenda was reviewed and adopted.

Marketing Committee Goals and Objectives were agreed upon by consensus.

Carla Carter presented a report on Baseline Town Tourism Stats from 2013-2014.

The Committee discussed and adopted the 2017 slate of Committee Activities; Committee members who will lead/liaison each activity follows each item:

* 1. Dewey Beach summer launch event – Kelly Ranieri
  2. “This is Dewey Beach” Video – Kelly Ranieri
  3. Branding, e.g., consistent signage, etc. – Maggie Bauer
  4. Social media presence, press releases – Drew Martin

June events were discussed, e.g., Father’s Day, “Red, White and Blue” weekend, Flag Day, Running of the Bulls. Kelly to clarify dates at next meeting.

Discussed possible budget items: sponsoring “Cascading Carlos” the juggler at children’s event; signage for DB events; photo op site.

Discussed Committee Support for upcoming Sea Witch events.

Delaware Tourism Office “DIY Training Event” 11/2 in Dover – committee members offered opportunity to attend.

Adjourned Meeting