

Town of Dewey Beach Marketing Committee DRAFT Meeting Minutes

March 15, 2019

The meeting was called to order by Chair Drew Martin, at 4:01 P.M.

Members Present: Chair Drew Martin, Ellen Blocher, Alex Hannah, Gil Hofheimer, Janine DiPaula Stevens, Kelly Ranieri

Others present: Mayor TJ Redefer, Commissioner Paul Bauer and Gary Talley

Opening: Pledge/Roll Call – Chairman Martin

Appoint Secretary: Alex volunteered to take minutes for the March meeting

Discussion One:

Chairman Martin raised the topic of Town Marketing strategies for 2019.

Initial emphasis was on the discussion of a town intern. Chairman Martin brought up the question of an unpaid and paid intern, and then what school they would come from and what they would do. Chairman Martin communicated the proposed budget for the Dewey Marketing Committee is \$5,000. There may be more funds if there is additional value.

There was discussion of a campaign with return on investment, paid social advertising and what needs to be covered with the budget. Chairman Martin said the focus of the Dewey Marketing committee was to identify a person that could focus and help keep the town's social media current. There was discussion on the focus of social media, timing, salary, and risk associative with it. There was discussion of an editorial calendar that could be approved.

Also, discussed additional ways to help drive revenue – for example selling advertising on the banner flags on the street or selling advertising on the online resource to help monetize it. Goals for the marketing committee were discussed, to include “improving the vacation vibe” from Mayor TJ Redefer.

Overall, there is an opportunity to leverage the spirit of Dewey to help promote the Town. The perimeters, expectations and guidelines for the intern were discussed and thought was that year one would focus on developing a strategy, framework and model that the intern can eventually follow. Kelly Ranieri volunteered for the role. Commissioner Bauer discussed what social media functions are turned off and on.

Discussion occurred regarding rules on what can be discussed within the committee. It was clarified that no recommendations or consensus can be made, but committee strategy, meeting times and review are ok. The request was made for initial thoughts and recommendations.

Gil made a motion, to establish guidelines to create social media policy and make sure it complies within legal guidelines. Seconded by Ellen, and approved by entire group.

Alex amended the motion to add:

- Recommend additional legal work done by Town of Dewey to understand what is involved in hiring an intern
- Contact local chambers to see what they have done in promoting their respective areas, and how they managed the social media intern
- Draft a Town of Dewey strategic brief, success measures and editorial calendar

Seconded by Janine, and was approved by the group.

Gary Talley, resident of Dewey spoke to the group and agreed that having a model for the intern in place would be a good idea. He also said that many local universities have someone at the graduate level could help and would be at a very professional level. That might allow for a team of people to help market Dewey.

Discussion Two:

Signage related to dogs using the beach.

There was discussion about educating owners and dogs using the beach. Commissioner Bauer confirmed the request, and then discussed how this might be impacted by the website, social, event and how their interactions and data may all be connected. Mayor TJ Redefer was asked and confirmed there are currently no official brand standards, and that that the dog signage was meant to be educational, and should be consistent following the brand standards. Dewey's tagline was discussed, specifically that "Way of Life" was branded and trademarked by Harry Wilson, but no organization can use it for profit.

For dog signage, the Marketing Committee determined that the marketing committee could help with the town's brand standards, social and strategy but would not weigh in specifically regarding Dewey dog signage, which would be a Town Responsibility.

It was decided that the next Committee Meeting would be at 4:30 on 4/26/2019

A motion to adjourn was made by Janine, 2nd by Gil. Motion passed unanimously. Meeting ended at approximately 5:03 pm.