

## Town of Dewey Beach Marketing Committee Meeting Minutes

June 7, 2019

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

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

Others present: Commissioner Paul Bauer, Commissioner David Moskowitz, Town Manager Scott Koenig, Town Administrator Ashleigh Hudson, Commissioner Gary Persinger

Opening: Pledge/Roll Call – Chairman Martin

Janine made a motion to approve the agenda, 2<sup>nd</sup> Gil, approved

Janine made a motion to approve April minutes, 2<sup>nd</sup> Ellen, approved

### **Discussion One:**

Drew started discussions about the proposed Facebook Page. Scott Koenig confirmed that he had concerns about the Facebook page. His main concerns revolved around promoting private businesses and improper information being placed on the page. It was also determined that the page will have the comments eliminated, if at all possible. Ashleigh Hudson felt that the page could accomplish our objectives. Kelly made a proposal to Scott/Ashleigh about her ideas about building a Facebook page, the number of posts she would do and the type of posts that she would do. The discussion revolved around the line between private businesses/events and Town business and the elimination of comments.

Alex made a motion that we propose that the Commissioners recommend to the Town Manager that an official Town Facebook Page be constructed. The page would have 3 posts per week and Kelly would be handling all of the postings. 2<sup>nd</sup> by Janine and it was passed by the Committee unanimously.

Discussions revolved around the Marketing Roadmap and concentrated on the “Tagline”. It was determined that we would explore ways to monetize the current tagline, “Way of Life” or possibly create a new one. Commissioner Bauer said he would contact the current trademark owner of “Way of Life” and see if he was interested in licensing it to the Town.

Janine suggested that we put together a mockup of some generic posts that we would put on the Facebook page. These generic posts would make it clearer to the Commissioners when Kelly makes another presentation at their formal meeting.

### **Public Comments:**

Next meeting was set for July 5<sup>th</sup> at 4:00 P.M. A motion to adjourn was made by Janine, 2<sup>nd</sup> by Ellen. Motion passed unanimously. Meeting ended at approximately 5:00 pm.