

Posted on March 2, 2018 3:15P.M

Agenda  
Town of Dewey Beach Marketing Committee Meeting  
Dewey Beach Lifesaving Station  
1 Dagsworthy Avenue,  
Dewey Beach, DE. 19971  
Saturday, April 7, 2018  
1:00P.M.

Purpose: to conduct Marketing Committee business related to activities and promotion of the Town for 2018.

Opening Ceremonies: Pledge of Allegiance/ roll call of members/ introduce and welcome advisors and visitors.

- 1) Discuss and possibly vote to adopt the minutes of the February 3, 2018 meeting.
- 2) Discuss the following proposed activities for calendar year 2018:
  - a. Status of the continued book share activity on the beach for 2018.
  - b. Suggest input for a beautiful display of holiday lights in the trees along the Coastal Highway (fall-2018). The display for 2018 should include decorations that are visible during the day (as well as the night displays with lights).
  - c. Discuss status of the Town regarding walking mats on the paths over the dunes to the beach. The Marketing Committee can propose methods to acknowledge the donors and mark the beach-side entrances with the names of each respective street.
  - d. Discuss possible contribution to activities such as the Clydesdale event, and others as the opportunities present themselves.
  - e. Discuss possible advertising for projects such as increasing beach weddings.
  - f. Discuss additional marketing ideas.
- 3) Discuss a budget to include additional activities as presented by the committee members and the public.
- 4) Discuss and possibly vote to move forward with specific activities for calendar year 2018, and assign committee members specific responsibilities to each activity.
- 5) Discuss and possibly vote on the appropriate materials to place in the Visitors Guide (for the 2019 Official Area Visitors Guide, Rehoboth Beach & Dewey Beach Delaware). Plan to obtain photos, etc., to support the 2019 Visitors Guide.
- 6) Set date for next meeting(s) of the Marketing Committee.

7) Adjourn the meeting.

Comments (of less than 3 minutes) are welcomed from visitors at any time. Please be advised that this Agenda is subject to amendment in accordance with FOIA. Agenda items are subject to deletion at any time, including during the course of the meeting. Persons with disabilities requiring special accommodations should contact Town Hall at (302)227-6363 seventy-two (72) hours in advance of the meeting.