

Posted November 25, 2025 at 11:00am



AGENDA

**TOWN OF DEWEY BEACH
MARKETING COMMITTEE MEETING
Dewey Beach LifeSaving Station
1 Dagsworthy Ave
Dewey Beach, DE 19971**

**Tuesday, December 2, 2025
5:00pm**

**This meeting will also be livestreamed on [YouTube](#)
With the option to participate via [Zoom](#)
(Meeting ID 608 759 4237, Dial In 1(646)931-3860)**

I. Opening of Meeting

- a. Convene Marketing Committee Meeting
- b. Pledge of Allegiance
- c. Roll Call
- d. Adoption of Agenda
- e. Approval of Minutes
- f. Public Comment (Non-Agenda Items)

II. Agenda Items (*Public comment will be taken for each item after committee discussion and prior to vote being taken*)

- A. Welcome and introduction of new committee member, Tera Keplinger.
- B. Discuss and possibly vote to appoint a committee secretary.
- C. Discuss and possibly vote on Town Hall fundraising activities, including but not limited to:
 - a. Dog-focused campaign or contest for pet lovers to win an engraved brick
 - b. Donor wall
- D. Discuss progress of collaboration with local businesses and organizations for information sharing and representation at upcoming events.
- E. Discuss and possibly vote on the implementation and promotion of the Neighbor Network communication project.

- F. Discuss and possibly vote on strategies to increase public awareness of the Code Red alert system and encourage residents and property owners to register.
- G. Discuss and possibly vote to begin planning phase of University of Delaware Alumni Week.
- H. Discuss and possibly vote on creation and dissemination of welcome packets for renters.
- I. Discuss and possibly vote on ways to coordinate with the Resiliency & Sustainability Committee, including opportunities for collaboration, information sharing, and alignment of ongoing initiatives.
- J. Discussion regarding Town social media accounts.
- K. Brainstorm ideas for the monthly town newsletter.

III. Closing of Meeting

- a. Committee Member Comments
- b. Adjournment

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. This meeting will be recorded and/or live-broadcast via audio and/or video. A technological failure that prevents, or a technological limitation that limits public access does not invalidate this meeting or any action taken at this meeting.