

Posted: December 7, 2012 9:50 a.m.

**Notice and Agenda
Town of Dewey Beach
Dewey Beach Marketing Committee
Dewey Beach Lifesaving Station
1 Dagsworthy Station
Dewey Beach, DE 19971
Friday, December 14, 2012 -3:00pm**

Agenda

1. Opening: Call to Order/ Pledge of Allegiance/ Roll Call
2. Discussion "Dog Friendly Dewey Beach"
 - Dog License Fees & Sales.
 - Current Rules and Enforcement,
 - Advertisement & Promotion
3. Review and Discussion of Current Lifeguard Chair Sponsorship Program and other related possible Sponsorships.
4. Review and Discussion of Existing Dewey Beach Sponsored Programs
 - A. Movies on the Beach
 - B. Bonfires on the Beach
 - C. Kaya Yoga and Rehoboth Yoga
 - E. Skimboard Competitions & Lessons
 - F. Chihuahua Races
 - G. Junior Lifeguard Program
 - H. Possible New Programs or Expanding Current Programs-
 - another Movie Night(Tuesday, Family Night),
 - Beach Exercise /Sport Programs, am & pm,
5. Marketing thru Public Communications
 - Discussion on Promoting & Sharing of Information about Town of Dewey Beach
 - Special Events, Beach Programs, etc.

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- A. Social Media Sites Involvement, Updates, (Facebook, Twitter, etc.)
 - B. Press Releases, Postings to Website,
 - C. Town Signage, Banners, Rack Cards, Advertising, etc.
- 6. Public Comment
 - 7. Committee Comments
 - 8. Adjourn (no later than 6:15 pm)

Please be advised that this Agenda is subject 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 hours in advance.