

**Cultural and Historical Affairs Committee
Meeting Minutes
April 12, 2016**

The Bethany Beach Cultural and Historical Affairs Committee held a meeting at 10:00 a.m. on Tuesday, April 12, 2016, in the Bethany Beach Town Meeting Room, 214 Garfield Parkway, Bethany Beach, DE 19930.

Members present: Carol Olmstead, who presided; Carole Calef, Mary Lou Urquhart, Jan Kinsella, and Julie Malewski, Events Director/Media Coordinator.

Absent Members: Mary Lou McNERney, Margaret Young, Theo Loppatto, Cathy Davis.

Also absent: Molly Daisey, Administrative Secretary

Call to Order

Ms. Olmstead called the meeting to order at 10:10 a.m.

Approval of Minutes from February 23, 2016 meeting

After some minor changes, Ms. Calef made a motion to approve the minutes. The motion was seconded by Ms. Kinsella and unanimously approved.

I. Discussion/Review Regarding Future Cultural Evenings

- a. April 19th – *Singing Workers: American Occupational Folksong* is the featured event. Flyers have been posted. A ¼ page ad will be placed in the Coastal Point only, on Friday, April 15th. The press release has been sent to all for publication. Ms. Kinsella and Ms. Calef will purchase refreshments.
- b. Suggested October program: *The People Who Stayed Behind: A History of the Indian People of Delaware, 1630-2008*. This is another program offered through the DE Humanities Forum. It will tie into the Town's idea of hosting an "Indian Summer" event in the fall shoulder season. Ms. Olmstead already reached out to the speaker who would be very interested. She will contact her for October availability.
- c. February or March of 2017: *National Park Service* and its historical background (Governor Carper's initiative) Ms. Olmstead remains in touch with Governor Carper's office and said the program has been delayed due to a pending roll out.

II. Discussion regarding Périers Day, July 27th, 2016

The theme this year will celebrate the American WWII veterans of the 90th US Army who liberated Périers.

- a. Entertainment: Ms. Malewski researched WWII era bands which included Andrew Sisters and USO type groups ranging in fee from \$600 - \$5,000. The committee decided to go with the local band, WWIIunes. Ms. Olmstead pointed

out that not only are they a great fit for the event, but they are also well within budget.

- b. Speakers/honored guests: Jerry Hardiman is interviewing local WWII veterans for the VFW. Mrs. Olmstead will ask him to find out who might be interested in speaking at the event (sharing a memory of the war) or be willing to attend as an honored guest. She will also ask Mayor Gordon to give an introduction.
- c. Event Time: Périers Day falls on a Wednesday this year. The committee felt to get the most attendees, it would be best to make the event time in the evening, from 7 – 9 pm. There will also be a Kids (Theater) Night in Town Hall from 6 – 8, so there will be a lot of activity in town.
- d. Fort Miles: It would be relevant to have Fort Miles set up an information booth near the stage with volunteers in WWII uniform fielding questions. The CHAC committee can hand out small US flags to those attending.

III. Update Regarding Seaside Craft Show

- a. The booth layout is slightly modified this year to free up congestion in front of the shops near the hotel. There will be signs indicating the direction of more booths down the boardwalk and on Parkwood Street.
- b. Ms. Kinsella and Ms. Urquhart volunteered to be booth sitters. Ms. Calef volunteered to be a booth marker (with her husband).

IV. Discussion Regarding Museum Docents

The role of a docent is to guide visitors, answer questions, and offer access to scrapbooks and other items that cannot be left out unattended.

- a. Best time to have them: Our docent program was suspended 2 years ago. They were on duty on weekends when Town Hall was closed, but it was also when people were on the beach. The committee agreed that Tuesdays and Fridays might be best. Ms. Kinsella suggested having a fact sheet for them to refer to or distribute and offered to draft one for consideration.
- b. Guided Tours:
 - a. Walking Tours: Ms. Malewski proposed having the docent conduct guided walking tours of the historic homes. The Heritage Trail map is good but might be confusing to those who don't know the area. (Many people take the brochure to do the self-tour.) The committee felt Wednesdays would be a good day to try this. Those interested can sign up in advance or show up that day. Mrs. Olmstead reminded the committee of Lee Ann Hanson's interest in creating a walking tour app of the homes. Ms. Malewski said she looked into it, and the group that created the "GetOut" app (used for entertainment and the bandstand concerts) can customize one for the museum as well.)

- b. Trolley Tours: Ms. Kinsella suggested having a trolley tour as they do in Lewes. Ms. Olmstead pointed out that the trolleys are very busy in the summer, but it might be something to entertain in the off seasons. (This would also accommodate anyone who is walking impaired.)
- c. Bike Tours: Ms. Malewski suggested that if trolleys are not an option, it might be worth it to research bikes as they use in other cities. They use bikes like taxis in Dewey. Mrs. Urquhart suggested bikes with surreys as used in southern cities.
- c. Recruit volunteers – docents are needed for 2-hour shifts between 10 a.m. and 2 p.m. The committee could ask the Cottage Tour committee to spread the word among its volunteers and advertise on website and local papers perhaps.
- d. Gift Shop – Mrs. Urquhart asked if the docent could sell the notecards and DVDs in the museum.
- e. Marketing – Awareness is key to promoting the museum and the addition of docents. It would have to be heavily advertised on Town boards, the website, social media, etc. Ms. Malewski also recommended giving a flyer to local real estate agencies to post and distribute to their renters. The committee felt the flyer should specify a brief description of the museum, hours, docent hours, and tour information.

Adjourn

The meeting was adjourned at 11:50 a.m. The next meeting is scheduled for Tuesday, May 24th at 10:00 a.m.