

Town of Laurel Communications Committee
Meeting Minutes
July 08, 2026

Time: 6:37 p.m.

Location: Laurel Town Hall

Call to Order

Chairman George Lodato called the meeting to order at 6:37 p.m.

Roll Call

Present: George Lodato, Sharon, Jill, Cheryl

Absent: Chris Calio, Zach Wheatley

Old Business

Welcome to Laurel Brochure

- The committee reviewed the final brochure, which has completed legal review.
- The brochure will be presented to the Mayor and Town Council for approval at the July 20, 2026 Council meeting.
- Members agreed the brochure can be updated as needed in the future.

Town Website Project

- Continued discussion of the proposed website redesign, including navigation, departmental pages, homepage organization, and overall site structure.
- The committee agreed to continue developing a comprehensive website proposal for presentation to the Mayor and Town Council.
- No response has yet been received from the Delaware Government Information Center (GIC) regarding website assistance.
- George Lodato will obtain a copy of the Town's current website contract with Delmarva Digital for committee review.

Department Updates

Public Works

- Public Works Director James reviewed proposed website content, including utility information, emergency contacts, water quality reports, and public education topics.
- Discussion included ongoing State funding requests for water infrastructure improvements and after-hours emergency procedures.

Code Enforcement

- Code Enforcement Director Dan discussed website content related to permitting, rental licensing, vacant properties, and public education.
- Members supported emphasizing educational information and voluntary compliance while avoiding publication of case-specific enforcement information.

Website Administration

- Town Manager Jamie Smith advised that website maintenance must remain under Town staff control.
- Discussion included improving access to FOIA information and exploring future searchable Town Code options.

New Business

Website Development

- Members discussed the process for developing a future website redesign, including preparation of a Scope of Work and potential procurement requirements.
- The committee agreed its role is to develop recommendations for consideration by the Mayor and Town Council.

Website Design

- Members agreed the existing Town website would benefit from a complete redesign.
- The Georgetown website was discussed as an organizational reference.

Photography

- The committee discussed using professional photographs throughout the website.
- Jill will review available images and prepare recommendations for committee consideration.

Future Committee Activity

- Members discussed the possibility of continuing the Communications Committee after completion of its current assignment, subject to direction from the Mayor and Town Council.

General Discussion

The committee discussed long-term infrastructure planning, DelDOT coordination, utility replacement projects, and upcoming community events. No action was taken.

Action Items

- George Lodato will obtain the Delmarva Digital contract and continue coordinating the website proposal.
- Jill will prepare a recommended selection of website photographs.
- The committee will continue organizing website content and gather additional information regarding GIC website services.
-
- **Adjournment**
- With no further business to come before the committee, Sharon made a motion to adjourn, seconded by Jill. The motion carried unanimously.
- Chairman George Lodato thanked the committee members and Town staff for their participation.
-
- George Lodato
- Committee Chairman
- Jill Cranmer
- Recording Secretary