

Call to Order and Roll Call

The meeting was called to order at **7:07 p.m.** Attendees included **George, Sharon, Chris, Jill,** and **Cheryl.** The committee welcomed **Zach Whaley** as a new member. George offered to email Zach the minutes from the last several meetings so he can get up to speed.

Approval of Minutes

- **April 16** minutes: Motion to approve by **Cheryl**; seconded by **Jill**.
- **April 30** minutes: Motion to approve by **Jill**; seconded by **Cheryl**.

Approved minutes will be posted.

Recorded Segment

The committee noted that **Tim Smith** attended earlier and the discussion with him was recorded separately.

Old Business: Tri-fold Brochure (Layout and Content)

Mayor's Welcome and General Editing

- The **Mayor's welcome message** has been received and added to the tri-fold.
- The **"Welcome to the Neighborhood"** section will remain as written.
- The remaining text still needs a full edit pass; organizational listings have begun as a draft.

Updates to Elected Officials Section

- Remove **Jim LaRue** (no longer on council).
- For the vacant seat: keep the **ward number** and mark the position as **"Open"** to avoid empty space.

Photos and Design Support

- Current images are **temporary placeholders**; the group wants higher-quality photos before printing.
- The back panel will likely include a **photo collage**.
- The school community can help supply better images and may have people who can assist with tri-fold design/layout.

Potential School Support Contact

Zach suggested **Jenny Hastings** as a potential partner for Cheryl. She does community and school photography (including Laurel sports) and may be able to offer design guidance.

Website Promotion and Messaging

Overall Approach

The committee discussed keeping the website **simple** and **positive**, emphasizing photos and “good news” content. The goal is to avoid a cluttered front page that overwhelms visitors.

Spotlighting Students and Programs

The group supported showcasing Laurel students—both athletes and non-athletes—on the brochure and website. Examples mentioned included:

- Highlighting students like **Khalid** (example only; additional students should be featured to balance representation).
- Recognizing programs such as **FFA**, theater productions, and inclusive/unified athletics.
- Inviting students to speak periodically at town meetings to reinforce community pride and positivity.

QR Code and Web Address on the Brochure

- Add a **QR code** that links directly to the website.
- Include the **full web address** beneath the QR code for residents who do not use QR scanning.

Town Photography Proposal (Paula Shannon)

Sharon reported outreach to **Paula Shannon**, who takes high-quality photographs of Laurel. Paula suggested a fee of approximately **\$200** for a set of 10–12 photos, though she is not focused on the money. The committee discussed the importance of compensating her fairly and recommending this amount to council.

Suggested approach:

- Use **Paula’s photos** primarily for **town scenery** and general community imagery.
- Use **school-supplied photos** for athletics, school events, and student programs.

Website Navigation: Tabs, Links, and “Resources” Organization

School Links

The committee discussed how to include school information on the town website:

- Add a link to the **Laurel School District** homepage (rather than embedding a complex sports-only menu).

Resources Tab: Proposed Categories

The group worked on organizing a “Resources” tab into clear dropdown categories, including:

- **Mental Health Assistance** (e.g., Sussex County services; potential inclusion of Dr. Harris information once confirmed).
- **Financial Assistance** (e.g., First State Community Action, Harvest Ministries, Good Samaritan; clarify whether to include out-of-town agencies like Seaford/Salvation Army).
- **Health / Urgent Care** (e.g., TidalHealth urgent care in Laurel).
- **Community Assistance** (e.g., Division of State Service Centers; group violence intervention; other cross-cutting services).

Welcome / New Residents Content

The committee discussed whether the “Welcome” button should link to the brochure or serve as a broader welcome page. The group ultimately returned to the original plan of linking the “Welcome” content to the brochure while keeping detailed information in the appropriate tabs.

Topics suggested for a **New Residents** or welcome section included:

- **Trash and recycling:** how to obtain a tote, rules for bagging trash, bulk item pickup, and scheduling.
- **Utilities:** electricity, internet/cable, and gas availability (not all streets have natural gas).
- **Pets/animals:** leash and pickup expectations; confirm where ordinances should be referenced.

Civic Organizations: Clarifications

- Combine entries for **Hope Lodge** and **Order of the Eastern Star** where appropriate since they share the same location.
- Confirm naming for **International Organization of Odd Fellows**.

- Veterans organizations were kept under **Civic Organizations** (e.g., American Legion, VFW, DAV, Vet United Outreach of Delaware).

Assignments and Next Steps

- **Cheryl:** Continue working on the tri-fold brochure.
- **Zach:** Connect Cheryl with a school contact (e.g., Jenny Hastings or another resource) for design help and school photos.
- **Jill:** Check the police website link structure and verify whether certain organizations have websites.
- **George:** Call Ron (GBI) regarding the website and email Zach past meeting minutes.
- **Sharon:** Update website tab organization.

Adjournment

- A motion to adjourn was made and seconded. The meeting adjourned at **8:50 p.m.**

George Lodato May 13, 2026
Committee Chairman

Jill Cranmer May 13, 2026
Recording Secretary