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# TOWN OF BOWERS

# What is new?

- **Bowers Beach Website Upgrade**
- **Bowers Beach Seal**
- **Town of Bowers Historical Marker (Update)**

# ***Bowers Beach Website Upgrade***

- GIC will be upgrading (on the back end) from CLF 3.0 to CLF4 which includes using some of the latest Bootstrap 4.0 and jQuery
- **What does “CLF” mean?**
- The CLF – Common Look and Feel was originally developed in 2001 as part of an effort to standardize core web content, **increase** the level of web page accessibility, and **ease citizen interaction with State agencies**
- Doing so will also add BETTER responsive design and manageability (viewable with cell phones and tablets)
- Example : <http://slaughterbeach.delaware.gov/> show break points..
- also...better website security
- and it's **free!** (GIC – Government Information Center) is paying for it and they are doing all the (back-end) work so....**WHY NOT?** 😊

# Google Analytics

- GIC will be integrating Google Analytics code into all the municipality websites on **Monday March 7th, 2016**. They are doing this in an effort to not only understand the traffic that the websites receive, but also, to help the town web masters make improvements to their content as well as point out areas in which they are excelling at maintenance and upkeep
- **Things you should know:**
  - Google Analytics will not change how you use your website at all. It runs behind the scenes
  - Analytics provides valuable insights about how people interact with your website that can help you tailor information to your audience
  - A new [bowersbeachanalytics@gmail.com](mailto:bowersbeachanalytics@gmail.com) email address has been created for GIC to send the stats to (I will provide the council with the password)
  - I will be monitoring the website analytics and will provide periodic stats

The Town of Bowers website as it exists now...



**Town of Bowers**  
"The Way Life Used to Be"

Home Government - Police & Fire - Community - Contact Us

Search

Gone Fishing on the Delaware Bay...

**Dec 2015**

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**News & Notices**

- Bowers Comcast Franchise Agreement
- Winter is coming - Home energy efficiency assistance available
- Rt. 1, Little Heaven Project - DelDOT Breaks Ground on Little Heaven Grade Separated Intersection
- "Arctic Blast" promoting Veterans Mental Health Awareness is coming to Bowers Beach!
- Bowers Beach is excited to become part of the Delaware Bayshore Byway

**Meetings & Events**

- December 10, 2015 -Monthly Town Meeting at 07:00 PM
- January 23, 2016 -"Arctic Blast" coming to Bowers Beach in January. Plunge into the Delaware Bay to support Veterans Mental Health Awareness at 12:00 PM
- September 18, 2016 -Delaware's next Coastal Cleanup at 12:00 PM

Click here to visit the Public Meeting Calendar.

Town of Bowers  
3308 Main Street - Frederica, DE 19946  
P: (302) 572-9000

Town of Bowers, Delaware  
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# Concept # 1

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# BOWERS

DELAWARE  
*"The Way Life Used to Be"*



## Welcome to the Town of Bowers

As the St. Jones River and the Murderkill River both meander their way to the Delaware Bay, nestled between them is one of the quaintest communities in the state – Bowers Beach. Once one of the premier fishing towns on the Delaware Bay, with an average of three hundred boats at the docks or moorings, this town has continued to endear itself to many residents of the state. People come to fish and swim, to birdwatch, to kayak and sail, to paint, and to stroll the beaches looking for treasures.



Join in on the fun in Bowers

[Read More](#)

<< December 2015 >>

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

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## Meetings & Events

- ▶ Decemeber 2, 2015 - Town Monthly Meeting at 6:30 PM
- ▶ January 23, 2016 - "Arctic Blast: Plunge into the Delaware Bay" at 7:30 AM
- ▶ September 18, 2016 - Delaware's Next Coastal Cleanup at 12:00 PM
- ▶ September 28, 2016 - Town Monthly Meeting at 12:00 PM

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## News & Notices

- ▶ Are you AWARE? View DNREC's Reminder for Recreational Crabbers to Review State Regulations.
- ▶ Rt. 1, Little Heaven Project - DeDOT Breaks Ground on Little Heaven Grade Separated Intersection
- ▶ 2015 Coast Cleanup drew nearly 1,5000 Volunteers!

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# Concept # 2



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### Visitors

### Residents

### Bay Communities

December 2015						
S	M	T	W	T	F	S
21	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
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## News & Notices

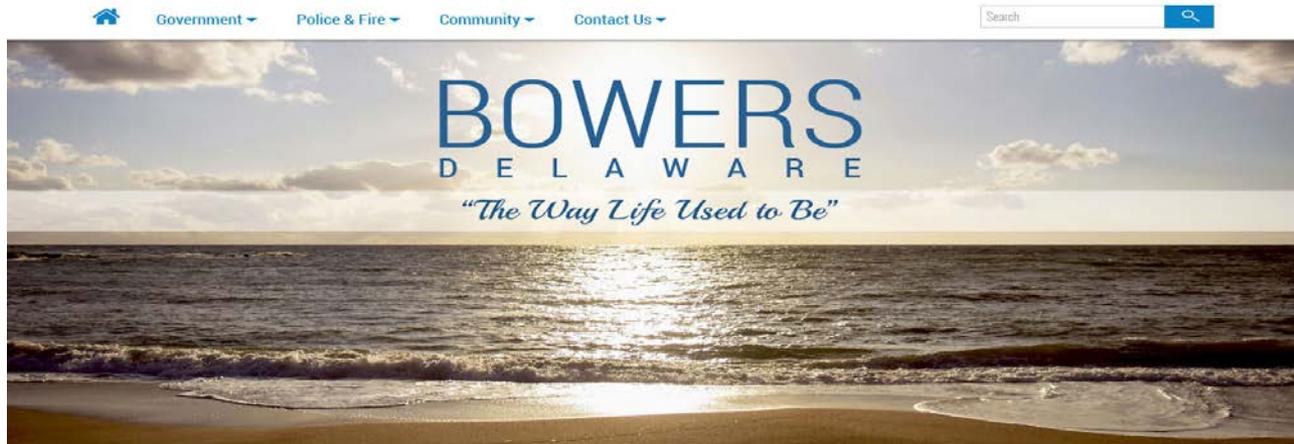
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# Concept # 3



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# BOWERS

DELAWARE

*"The Way Life Used to Be"*



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Original Design & Concept by the Delaware GIC  
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# Town of Bowers Seal

- What we did
- Why we did it
- What does it look like now?

What? The Town of Bowers has a SEAL?

Oh geez..  
NEXT slide  
please...



# Town of Bowers Seal

- Brian, (**say hi to Brian**) cleaned up the seal and made it into large vector image for the new website
- We did not change the design (on this version) being respectful of the original creators

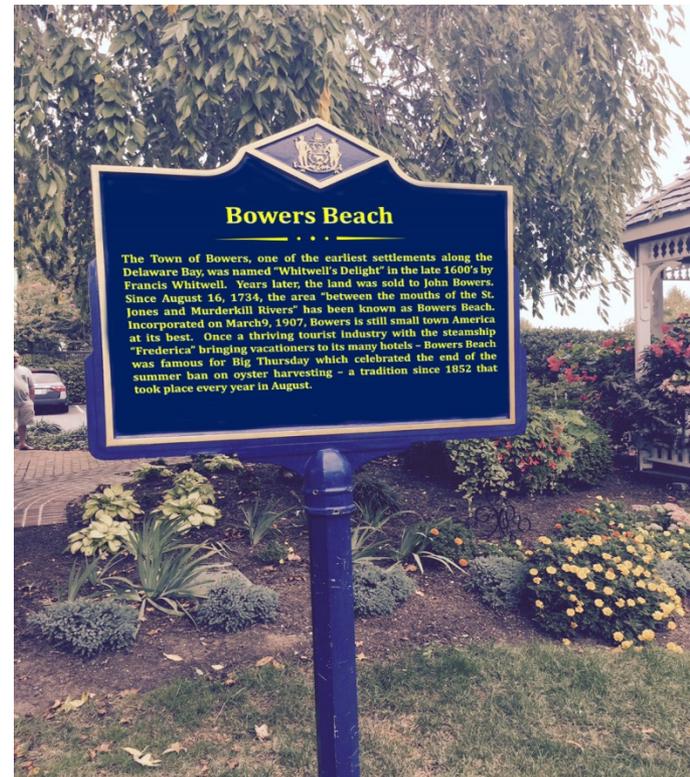


# Town of Bowers Historical Marker Update

## Existing marker



## Proposed marker



# What's New?

- **Ron Hunsicker** has successfully secured the funds needed for the marker from our representatives!
- The Town Council needs to approve of the wording submitted (today). Also, the Delaware Public Archives/ Historical Marker Program Director (Sara Denison) has advised that **this may change “possibly significantly” when it is submitted for review to them.** They make sure the wording is historically correct before approving for it to be made into a marker...
- The old sign may be donated to the Bowers Beach Maritime Museum?
- Bob and I are meeting with **Sara Denison** (Delaware Public Archives), tomorrow at 1:00 p.m. here at the Town Hall. She will view the site for the marker, and a general discussion.
- A springtime unveiling celebration or possibly a Big Thursday event? To be discussed... 😊

This was the last (4<sup>th</sup>) draft that needs to be officially approved by the Town Council before being submitted to the Delaware Public Archives :

- The Town of Bowers, one of the earliest settlements along the Delaware Bay, was named “Whitwell’s Delight” in the late 1600’s by Francis Whitwell. Years later, the land was sold to John Bowers. Since August 16, 1734, the area “between the mouths of the St. Jones and Murderkill Rivers” has been known as Bowers Beach. Incorporated on March 9, 1907, Bowers is still small town America at its best. Once a thriving tourist industry with the steamship “Frederica” bringing vacationers to its many hotels, Bowers Beach was famous for Big Thursday which celebrated the end of the summer ban on oyster harvesting - a tradition since 1852 that took place every year in August.

