

**Kure Beach Marketing Committee**  
**May 12, 2006**

Meeting was called to order by Helen Wilson. Minutes of March are on the back page. There was no meeting for April. Members present on back page.

**Old Business:**

Meeting was turned over to Lee Nettles. Some suggestions were made concerning the survey we are trying to get going:

1. **Survey-** Put cards in motel and rental agencies for them to fill out and send back but this would be expensive.
  - **Web Page-** Have them go to web page and fill out questionnaire.
  - **Box-** Put boxes in motel and rentals to collect cards, which we would then pick up. Out of this, plan a weekend get away, with room, dinner, gifts and tickets, More on this later.
2. **Web Page-** We had hits on web page for Kure Beach in April. 1000 visits and 4300 page view. I hope these numbers are right.

**New Business:**

1. **Media Plan-** Lauren Rybolt talked about our media plan for 06-07. Some saw ad in newspaper. Our budget for this will be \$43, 853.00.
2. **Attraction-** We also talked about doing something in January with the Civil War Weekend. More later on this.
3. **New Member List-** Need a new one as Ronnie Pernell is not a member now. House # was wrong and one had to be added on.
4. **Picture-** Lee Nettles gave the town of Kure Beach a framed picture of the logo we had been working on. Thank you!

Meeting adjourned.  
Helen Wilson