

Kure Beach Marketing Committee  
June 15, 2007  
Meeting Notes

Members Present: Gilbert Alphin, Anne Brodsky, Denise Hubbard, Lee

ROT 2<sup>nd</sup> 3% in March  
61.9% increase

Fiscal Year July 06-March 07, 10.01% increase.

Overall County up 14.3% increase.

Denise Hubbard inquired if the KB 60<sup>th</sup> Anniversary helped increase our ROT. It wasn't ruled out as a possibility.

Website hits: 102% increase since May 2006; page view 2,900 or 159%.

Tag line: "Small Wonders" is consistent with Kure Beach feel. Kure Beach won an award for tag line of "1 pier, 1 stoplight, 0 worries." Lee will send info.

ROI shows success and monies spent. Most clearly a benefit is Google (adwords). The ROI is a tool not to be used as an "end all, be all." Yahoo and Google are most "trackable" and efficient.

Philosophical question arises where best to spend advertising monies and then who do people respond to. For instance, research and proxy people respond when they see advertisements in various newspapers and magazines.

Downfall from ROI chart is people may search for Kure Beach using other search types than the advertising we currently use.

Media Plan: we try to take advantage of co-op opportunities where frugal. Website does have damage message in case of storm as well as update on status of functioning – a.k.a. "Crisis Mitigation." Discussion about how dangerous news weather station can be to vacationers spreading panic and how to counteract.

Denise made a motion to accept media plan. Anne seconded the motion.

July meeting postponed. Resume in August.

New Business:

Percent of credit card fee is expense lost to bank. Discussion lead of cost of doing business and amount going into taxes, hence TDA expense.

Compiled by Anne Brodsky