

Minutes of Kure Beach Marketing Advisory Committee Meeting Friday, January 04, 2008

Members Present:

Gilbert Alphin Brant Barnwell Anne Brodsky

Dick Clark Denise Hubbard

Council Representative: Jim Dugan

CVB Members: Lee Nettles and Paige Somervell

Meeting Notes:

We were informed that Helen Wilson had submitted her resignation to the City Council so our first item of business was to appoint a new President. Anne Brodsky was unanimously elected to serve in that capacity and she graciously agreed.

Brant Barnwell agreed to take minutes for the committee

Old Business:

- ROT Update: Lee informed us that due to some new software the county was using, the October numbers are going to be a little late. The September tax collected was down 17.56% from September a year ago. During the discussion as to possible reasons it was noted that while the Motel side of the tax was lower, the Vacation Rental side was actually up over the same period last year. Lee also pointed out that we are up 14.74% for the year. Much discussion was held about the “shoulder” season and what we as a committee can do to increase the quality “heads in beds” during those times of the year. Denise brought up the fact that Fort Fisher has it’s Re-enactment next weekend and feels there is an excellent opportunity to expand the event and make it a strong weekend in a normally slow time.
- Website Update: Page Views and Sessions were both up over 100%. (See attached Graphs.)
- Finalize Visitor Profile Effort: At an earlier meeting, it was decided to try and identify who is coming to our town and where they are coming from. This should help us to determine where to spend advertising dollars. It has been decided to ask the local motels and vacation rental establishments to provide us with zip codes of everyone that visited them in the months of July and September of 2007. A letter has been written on CVB letterhead, and the committee has divided the businesses up and each will be personally contacted and asked to participate. The Pleasure Island Chamber of Commerce will also be asked to help us gather the information.

New Business:

Denise suggested that we get an updated list of Committee members with names addresses, telephone numbers and email addresses. (See attached.)

Councilman Dugan asked that we give some thought as to what we would like to see the Town do with the new Ocean Front Park the Town is in the process of purchasing. He also asked us to be thinking about funding opportunities that we may be aware of. It was also mentioned that the Town of Kure Beach would like the CVB to endorse this project as they search for State and National funding.

Denise suggested that this committee get on the agenda for one of the Council Meetings so that we can present our Marketing Plan to the Council. Lee said that he would welcome the opportunity to be part of such a presentation. Councilman Dugan mentioned that the council was scheduling a working retreat locally at the end of the month, and this might be an appropriate time to make the presentation.

Gilbert asked the CVB to look into the cost of billboards in the Winston-Salem/Greensboro/Burlington area.

Next Meeting:

It was decided that Mondays were better days to meet for some of the committee members. As a result, we now meet on the 3rd Monday of each month. The next meeting will be on Monday, February 18, 2008.

Motion was made to adjourn the meeting and the meeting was adjourned at 10:45.

Respectfully Submitted: Brant Barnwell