

Minutes of Kure Beach Marketing Advisory Committee Meeting August 18, 2008

The Meeting was called to order at approximately 9:20. Those in attendance consisted of Brant Barnwell, Lee Nettles, Paige Somervell and Gilbert Alpin. Peter Boulter, a prospective board member was also in attendance.

Old Business:

Room Occupancy Tax (ROT)

Lee gave us an update on the Room Occupancy Tax (ROT)

- Kure Beach was down – 4.77% for June, but was up + 8.79% for the Fiscal Year
- A breakdown of the numbers for Kure Beach show that for the Fiscal Year, Hotel/Motel was up + 2.4% while Vacation Rentals was up +11.7%
- The county was up + 3.49% for the 07-08 fiscal year

PI Seafood, Blues & Jazz Festival

Lee gave us a quick update on a request for special funding for the Pleasure Island Seafood, Blues and Jazz Festival. A request was made by the Chamber to the Kure Beach Town Council to spend \$9,500 to advertise this year's SF, B&J Festival. There was apparently a misunderstanding regarding a sum of money that might be available for such a funding from the marketing side of Kure Beach's 2nd 3%. Bottom line was that there was not an available sum of money that could be tapped. In addition, it was mentioned that \$9,500 was approximately 40% of our total remaining paid media expenditures for the rest of the calendar year.

Website Update:

Website visits were up 34% and page views were up 72%. The website continues to be a very good source of information for many would be visitors. Lee had a handout showing the numbers. A copy of which is attached.

End Of Year Update

Paige and Lee presented us a Fiscal Year Comparison of the Inquiry Summary. (See attached.) The report compares FY 05/06, 06/07 and 07/08. While telephone calls were down 3%, website sessions were up 96% and total general inquiries were up 65%. Our cost per general inquiries dropped from \$5.51 in FY 05/06 to \$1.14 in 07/08.

Ad Trackable Inquiries were up 17% over the previous Fiscal Year and the cost per inquiry dropped almost \$1.00 from \$2.26 in FY 06/07 to \$1.28 this fiscal year.

New Business

Overview:

Peter Boulter, a prospective new member of the committee was present for the meeting. Lee and Paige gave a brief overview of the purpose of the committee, how the 6% Room Occupancy Tax breaks down. They explained that half of the second 3% was for marketing and the other half for activities. Our job is to advise the CVB as to how the

marketing dollars are to be spent. Lee presented several pie charts showing exactly where the money comes from and how it is divided out.

Peter asked several good questions. His resume, which Anne sent in an earlier email, shows that Peter has a strong marketing background and should be an asset to our committee.

Jim Vatrt

Jim Vatrt, a member of the Town Council, stuck his head in the door and asked that before we adjourn, he have an opportunity to address our committee. He came back later in the meeting and informed the committee that the council was starting to talk about surveys regarding long-range plans for Kure Beach, including the central business district and working with NC State University. The study is intended to assist economic development, while balancing the interests of residents and quality of life. Jim pointed out that, currently, residents have to offset the municipality expenses related to visitors through their property taxes, but if new businesses can be attracted and more revenue generated from pass-through and daytripper tourism, this tax revenue would “lighten the load” on the resident. For example, he talked about the volume of traffic that passes right through our community to the Aquarium or the ferry and never stops. Bus loads come through, and wouldn't it be nice if they stopped, went out on the pier, and maybe had an opportunity to fish for a hour or so or shop in small shops, eat lunch at our restaurants and then go back home and tell Mom and Dad what a great time they had in Kure Beach and how they would like to come back on vacation here next year. This study would help determine what we as a community and as business owners could do to enhance Kure Beach and our downtown central business district. Jim just wanted us to know what he was thinking and ask us for any thoughts or ideas we might have.

Next Meeting

Our next meeting will be held at 9:15 on September 22, 2008 at the Kure Beach Town Hall.

We adjourned the meeting at approximately 10:35.

Respectively submitted: Brant Barnwell