

**Minutes of Kure Beach Marketing Advisory Committee Meeting
Monday, October 21, 2008**

Members Present:

Gilbert Alphin Brant Barnwell Anne Brodsky Peter Boulter

Members Absent:

Dick Clark

CVB Members: Lee Nettles and Paige Somervell

Advertising/Marketing Representative:

Meeting Notes:

Since there was no September meeting, Minutes of the August meeting were approved.

New Business:

- Peter Boulter was introduced as a new member of the committee

Old Business:

- ROT Update: Lee informed us that the ROT was up for August. We actually have 3 years worth of data and it shows a very good 3 year trend.
- Website Update: Page Views and Sessions were both up. (See attached Graphs.)
- Finalize Visitor Profile Effort: The firm that completed the survey will present the results next month. As a result, there will be no November Meeting.

New Business:

None

Next Meeting:

Since we are scheduled to meet to discuss the findings of the shoulder season survey, there will be no November meeting.

Motion was made to adjourn the meeting and the meeting was adjourned at 10:25.

Respectfully Submitted: Brant Barnwell