

**Minutes of Kure Beach Marketing Advisory Committee Meeting  
Tuesday, April 21, 2009**

**Members Present:**

Brant Barnwell          Anne Brodsky          Peter Boulter          Bob Falco  
Michelle Hackman- Guest

**Members Absent:**

**CVB Members:** Lee Nettles and Paige Somervell

**Advertising/Marketing Representative:** Lauren Cobb

**Old Business:**

Meeting was called to order at 11:30 AM

**ROT:** Lee covered the Room Occupancy Tax information for February. Income was down 22.32% , however that translates into very little difference in dollars. It is believed that this was due to the overall economy.

**Website:** Page views were 37,634, up 7% from the same period last year and visits were 9445 which is up 28% from 2008.

**Facebook:** We have just created a "Facebook" page. Should start seeing results next week.

**Marketing Plan:** Lauren presented us with a rough draft of the 2009/10 Media Plan. Looks good. There seem to be some good values available right now. Anne asked Lauren to check into the cost of advertising on a couple of different websites and Lauren said that she would.

**New Business:**

Michelle Hackman was a guest at the meeting today. She has applied for membership. She made several good comments and was very active in the meeting.

**Next Meeting:**

Next Meeting is scheduled for Tuesday, May 19, 2009 at 11:30 at Jack Mackerel's in Kure Beach.

Respectfully Submitted: Brant Barnwell