

Minutes of Kure Beach Marketing Advisory Committee Meeting Tuesday, May 19, 2009

Members Present:

Brant Barnwell Anne Brodsky Peter Boulter Bob Falco
Michelle Hackman

Members Absent:

CVB Members: Lee Nettles and Paige Somervell

Advertising/Marketing Representative: Lauren Cobb

Guest Speaker: Jody Smith with Kure Beach Sea Turtle Project

Old Business:

Meeting was called to order at 11:35 AM

ROT: Lee covered the Room Occupancy Tax information for March. Income was down 55.57% or a little over \$3100 less. It is believed that this was due to the overall economy. We are down 2.64% for the Fiscal Year.

Website: Page views were 41,894, up 16% from the same period last year and visits were 10,552 which is up 35% from 2008.

Facebook: We have 549 "Fans" of the Kure Beach NC Facebook page. 32 Interactions in the past week alone. Most visitors are Female between the ages of 35 and 44.

KB Sea Turtle Project: Jody Smith spoke to the group about the Sea Turtle Project. This is a volunteer based program. They travel the beaches looking for signs of a turtle nest. When found, they are identified and roped off. Some years you may have 2 or 3 nests, other times we may have 12 to 15. Last year was a good year with about 13 or 14 nests. The eggs hatch between July and September. A lot of visitors to our community time their visit to try and coincide with the hatching.

The group tries to encourage turtle friendly lighting, etc. We talked about linking websites as well as Facebook pages, etc.

Marketing Plan: The plan is not finalized yet, should be ready by our next meeting date.

New Business:

Bob Falco has some suggestions that the group might consider. He had obviously given a lot of thought to the committees role and purpose.

Peter Boulter suggested that the committee pick an activity or two each year and try and donate funds to that particular activity, or at least offer them some guidance as to how to apply for funds. Example is the Sand Soccer League Tournament

Next Meeting:

Next Meeting is scheduled for Tuesday, July 21, 2009 at 11:30 at the restaurant on the Fort Fisher Base.

Respectfully Submitted: Brant Barnwell