

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

Kure Beach Members Present:

Brant Barnwell Bob Falco

Carolina Beach Members Present:

Jim Clark, Joanne Kirkpatrick (?) James Allen, Brett Darlington

CVB Members: Lee Nettles and Paige Somervell, Lauren Cobb

Guest: Gail McCloskey **Guest Speakers:** From CrossComm

Meeting Notes:

This was a joint meeting held with the Carolina Beach Marketing Committee

Old Business:

- **ROT Update:** The Room Occupancy Tax was down for May by -3.30% from the same period last year. Carolina Beach was down -7.30% and Wrightsville was down -19.02%. For the Fiscal Year, Kure Beach is down -.41% while Carolina Beach is down 7.72%. For the Calendar Year, Kure is actually up 0.42% while Carolina Beach is down -7.72%. New Hanover County is down 8.6% overall.
- **Website Update:** Page Views and Sessions were both up for the month. Visits were up 44% to 15,903 and page views up 31% to 65,478. For the year, we have had 101,492 visits which is up 36% and 408,713 page views which is up 31%.
- **CrossComm Presentation-** Two representatives from CrossComm talked about our websites and the social networking sites of Facebook and Twitter. They made some recommendations about where we should concentrate our efforts and dollars. Lee and Paige will summarize their recommendations for our next meeting.

New Business:

Bob Falco made some recommendations of things he would like to see highlighted on our website. A summary list is below:

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|--|--------------------------------|
| ▪ Area photos | ▪ Tree City (Activity Started) |
| ▪ Restaurants (including Carolina Beach | ▪ Farmers Market |
| ▪ Walk To Bald Head (Concern of Liability) | ▪ Moon rise |

Next Meeting:

It was decided that the next meeting would also be a joint meeting with Carolina Beach and that it would be held on Tuesday, August 18th at a place to be determined.

Respectfully Submitted: Brant Barnwell