

Minutes of Kure Beach Marketing Advisory Committee Meeting
Tuesday, September 15, 2009
11:30 AM

Those in attendance consisted of Kim Hufham, Paige Somervell, Lauren Cobb, Anne Brodsky and Bob Falco.

- I. **Call meeting to order:** 11:45am
- II. **Approve meeting minutes:** August 18, 2009
- III. **Old Business:**
 - a. **ROT Update:** KB ROT for July '09 were up 1.08% over July '08. County was up 1.46%
 - b. **Website Update:** Page views were up 28% in August '09 compared to same month prior year. Visits were up 39% in August '09 compared to same month prior year. CVB is in the process of modifying the look and feel of the site to emphasize new ad campaign design i.e. rich natural experiences, relaxation and relative small size/lack of over-commercialization
Other Web enhancements will include:
Split lodging and other pages into discrete content pages
Create Google my map to list landmarks
Add an internal search engine
Add social bookmarking button
Create an area photos slideshow once homepage slideshow is approved.
Redo navigation as tiered drop-down menu once homepage slideshow is approved
 - c. **EOY ROI report:** Ad trackable inquiries were up 24% over last year. Total cost per inquiry was \$1.18, down \$.10 cents from last year. Smaller NC papers CPI was high because most people already know about KB (i.e. are repeat visitors) and will not necessarily call for more info. Zipcode research proved that smaller NC cities are our bread and butter which reinforce our decision to advertise in smaller NC pubs in an effort to stay top of mind.
 - d. **EOY PR Report:** FY 08-09 PR efforts generated a \$7 to \$1 return on investment. For a total of \$82,593.36 in comparable cost.
 - e. **Social media Update:** as of 9/9/09 KB has 2,514 FB fans and 57 twitter followers
 - f. **Brochure reprint discussion:** CVB/LHWH will redesign the KB brochure for 2010 to be a stand- alone fulfillment piece, consistent with the new ad campaign and website redesign. It will include accommodations, attractions, maps, and in-depth info on events, dining, shopping, nightlife, entertainment, etc. CVB/LHWH will have cover and layout designs to show the committee at our next meeting in October.

- IV. **New Business:** Anne is seeing visitors from TN and asked if we should consider marketing to that area. Paige confirmed that TN is showing up as #8 among top states of inquiry points of origin and recommended we pursue that within our PR efforts since the media plan is already in place and dollars are earmarked.

Bob Falco mentioned that the Town's Beautification Committee has requested the Town Council apply for a Tree City USA designation in December, 2009.

- V. **Comments/Set Next Meeting Date:** October 20

- VI. **Adjournment:** 12:45pm

Submitted by: Paige Somervell, Marketing Manager W/CFC CVB