

## Minutes of Kure Beach Marketing Advisory Committee Meeting Tuesday, November 17, 2009

### **Kure Beach Members Present:**

Brant Barnwell      Bob Falco      Peter Boulter      Ann Brodsky

**CVB Members:** Paige Somervell, Lauren Cobb, Shawn Braden

### **Meeting Notes:**

Meeting began at 11:40 at Jack Mackerel's

### **Old Business:**

- **ROT Update:** The Room Occupancy Tax was up for September from the same period last year. (See attached chart.)
- **Website Update:** Page Views and Sessions were both up for the month. Visits were up to just over 6,000 and page views up to around 25,000. (See attached chart.)
- **Social Media Update:** Lauren gave us an update of the Social Media we are involved in. There were 40 active fans of Kure Beach this week. (See attached Chart.)

### **New Business:**

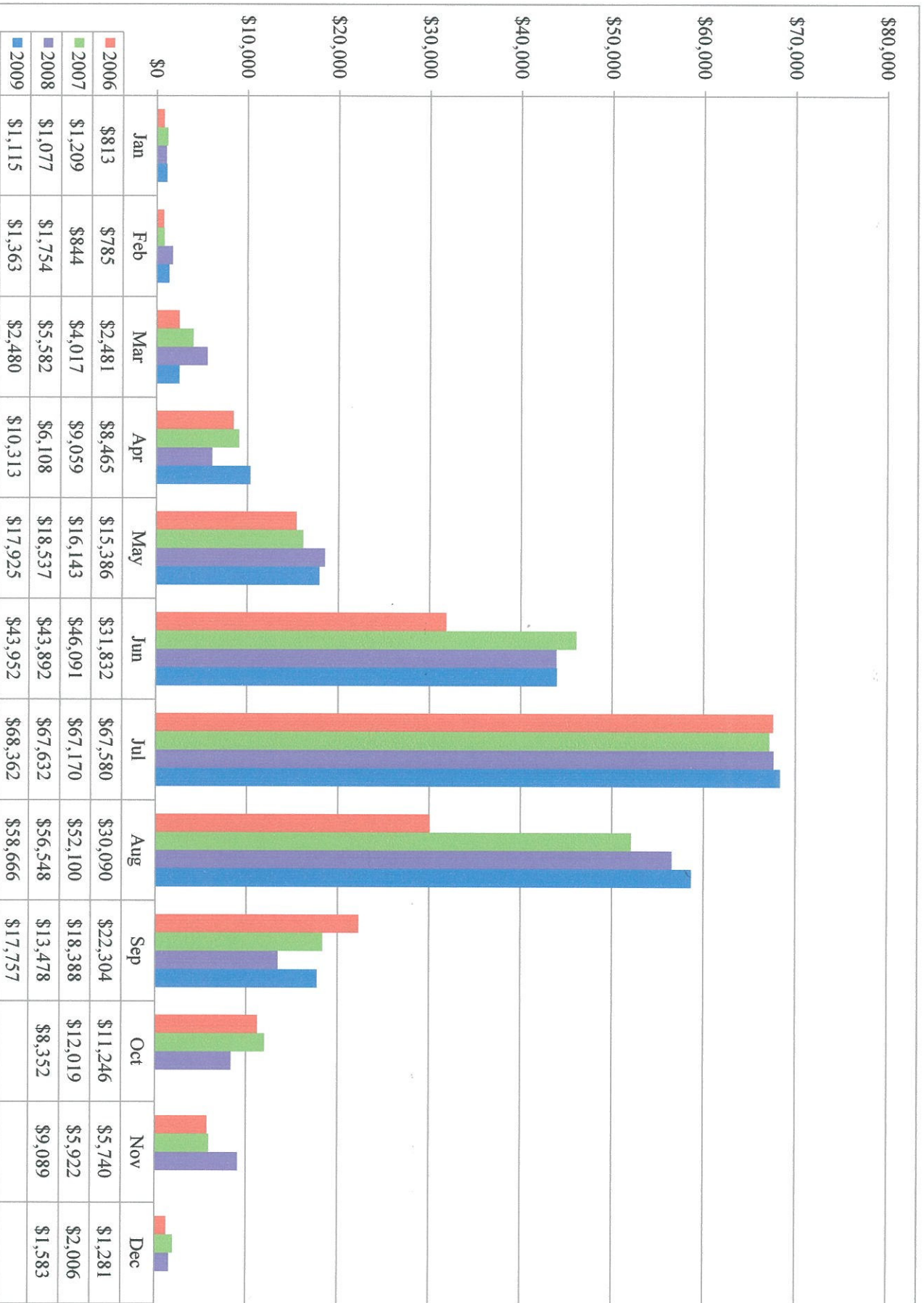
- **Introduction of Shawn Braden** – Shaw Braden, the new Executive Vice President of Marketing was at our meeting.
- **Lauren introduced the new Kure Beach Visitor's Guide** – Several comments and suggestions were discussed

### **Next Meeting:**

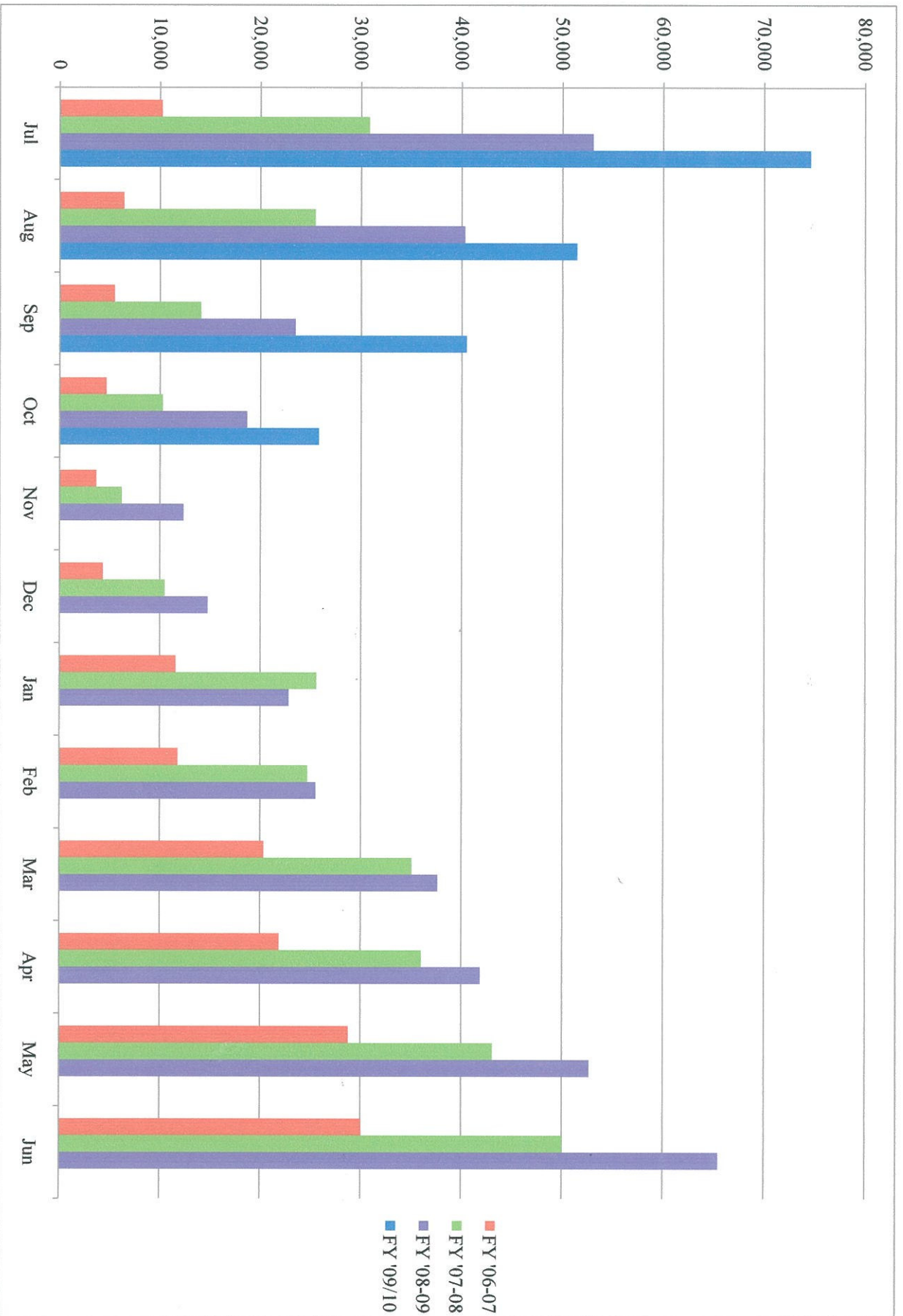
It was decided that the next meeting would also be held at Jack Mackerel's on Tuesday, December 15, 2009 at 11:45 AM.

Respectfully Submitted: Brant Barnwell

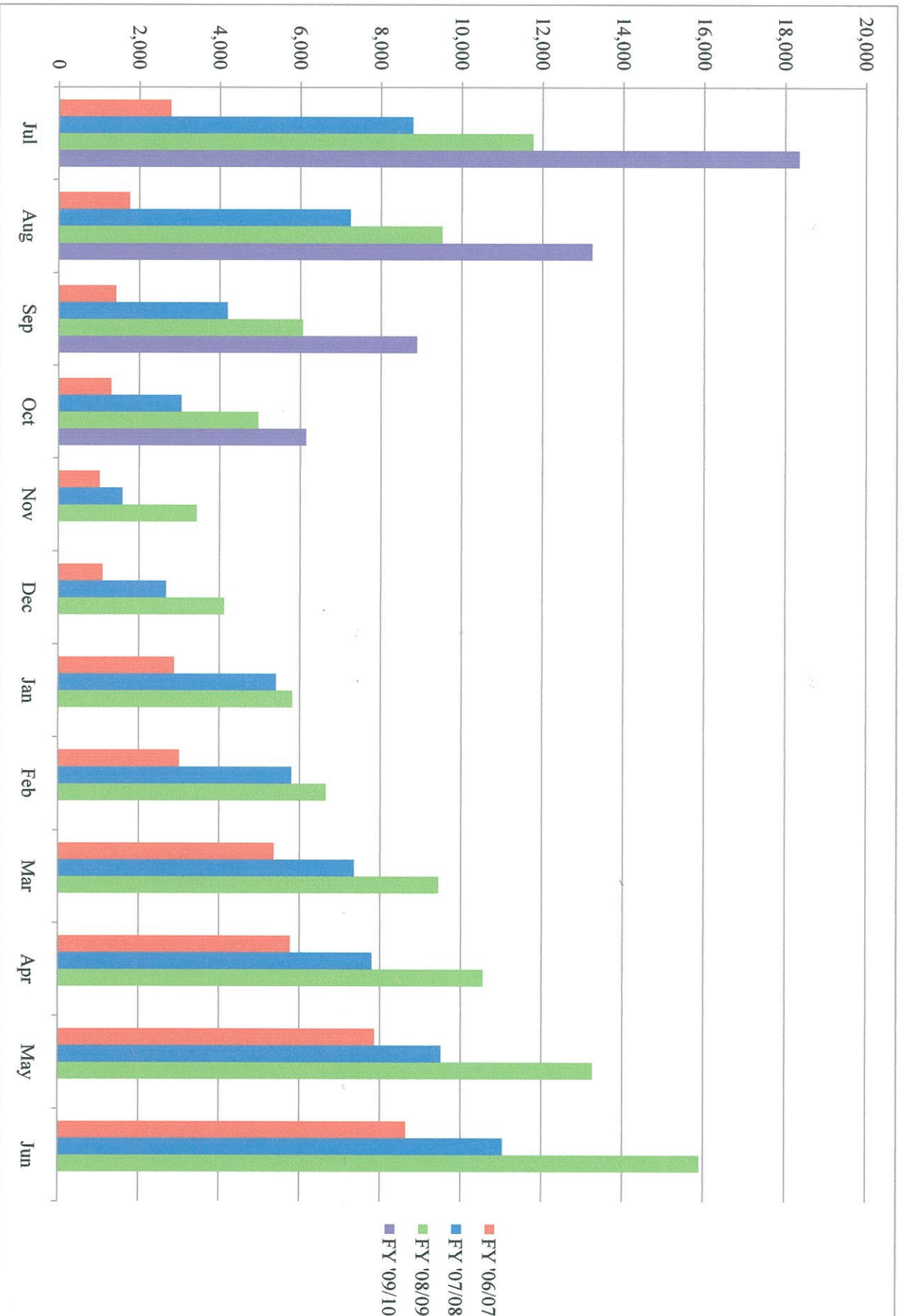
**Kure Beach  
Room Occupancy Tax  
2nd 3%**



## Kure Beach Website Page Views



## Kure Beach Website Visits



Website went live in April, 2006.  
Migrated and relaunched 11/19/07.

Promote your page

# KURE BEACH 68

Interactions This Week [?] **52** Likes **19** Comments **8** Wall Posts

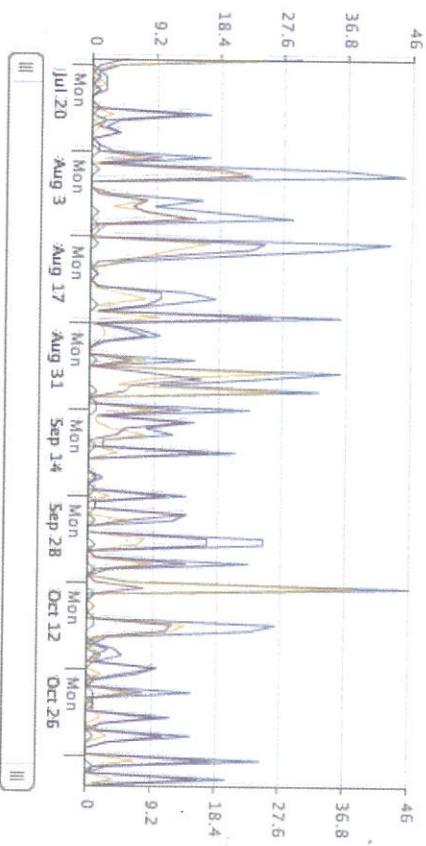
**7.2** ★★★★★  
Post Quality [?]

## Fans Who Interact With Kure Beach, NC

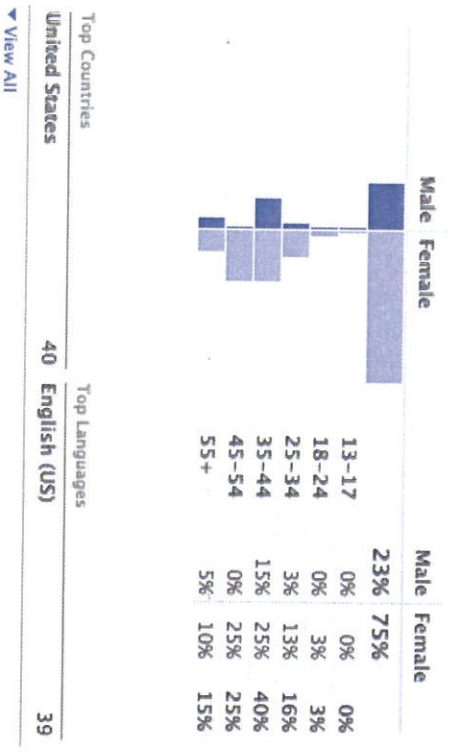
Interactions Over Time Learn more

Choose a graph: Interactions

- Total Interactions
- Comments
- Wall Posts
- Likes



## 40 Active Fans This Week [?]



Top Countries	Top Languages
United States	English (US)
40	39

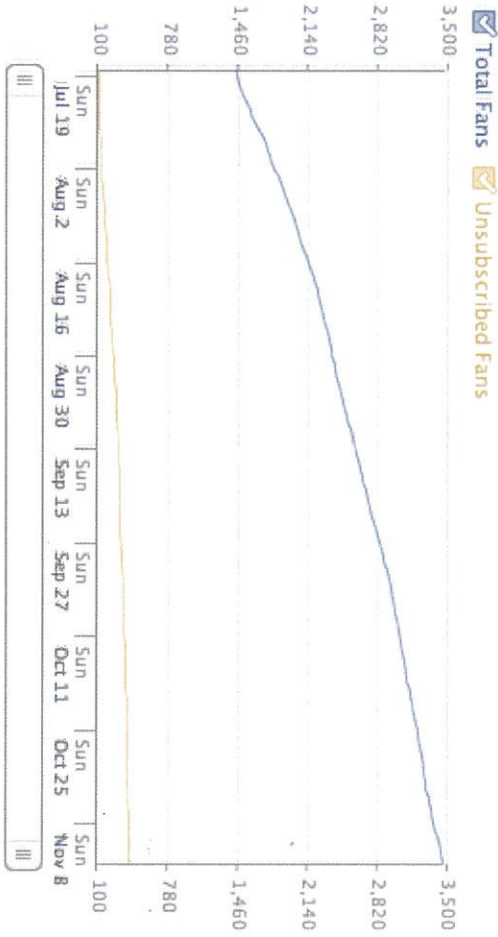
View All

# All Fans of Kure Beach, NC

All Fans Over Time Learn more

Choose a graph:

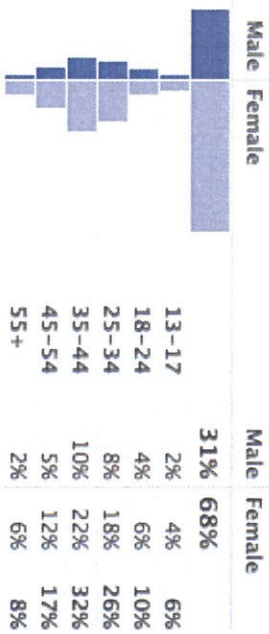
Total Fans / Unsubscribed Fans



## 3,457

Total Fans on Nov 14

↑ 13 Since Nov 13



Top Countries	Top Cities	Top Languages
United States	Raleigh	English (US)
3,292	372	3,378

Please allow 48 hours for data to be available for a daily report.