

Minutes of Kure Beach Marketing Advisory Committee Meeting Tuesday, December 15, 2009

Kure Beach Members Present:

Brant Barnwell

Peter Boulter

Ann Brodsky

CVB Members: Paige Somervell, Shawn Braden

Meeting Notes:

Meeting began at 11:30 at Jack Mackerel's

Old Business:

- **ROT Update:** The Room Occupancy Tax was up for October 43.82% (\$12,013) For the Fiscal Year July – October we were up 7.39%. The county was up 4.93% for October and down -2.75% for the fiscal year.
- **Website Update:** Visits were up %30% (4,462) and page views were up 4.0% (18,170).
- **Social Media Update:** Lauren was unable to attend the meeting, but Paige told us that we now had 3,937 fans on Facebook. Top locations of our fans were Raleigh, Wilmington, Fayetteville, Charlotte, Greensboro. Pay Per Clicks showed 360,492 impressions with 214 clicks for a rate of .06% (National average is approximately .03 or less.)
- **1st Quarter Advertising ROI** – Cost per inquiry is \$0.88 this compares with \$2.97 in the first quarter of last year.
- **New Website** – We are looking to go live in January with the new website. Currently working out some minor bugs.
- **KB Brochure** – The map that was discussed at the last meeting has been revised and rental companies with offices located in Carolina Beach has been addressed. Brochures should be available the early part of January.

New Business:

- **Tentative Meeting Agendas** – Paige presented us with the 2010 Meeting schedule with agenda items. (Copy attached.) Carolina Beach Schedule also attached.

Next Meeting:

It was decided that the next meeting would also be held at Jack Mackerel's on Tuesday, January 19, 2009 at 11:30 AM.

Respectfully Submitted: Brant Barnwell on December 16, 2009

2010 KB MAC Meeting Schedule/Tentative Agenda

January 19

- a. Consolidated Productivity Reports
- b. 2nd Quarter ROI
- c. CrossComm New website presentation

February 16

- a. Consolidated Productivity Reports
- b. July – Dec '09 LHWH PR update
- c. Budget update

March 16

- a. Consolidated Productivity Reports
- b. FY 10-11 Preliminary Brainstorming Strategic Discussion

April 20

- a. Consolidated Productivity Reports
- b. 3rd Quarter ROI
- c. Preliminary Budget & Allocations
- d. FY 10-11 Marketing Discussion incl. Media, PR, Promotions

May 18

- a. Consolidated Productivity Reports
- b. FY 10-11 Media Plan Presentation
- c. FY 10-11 PR Strategies
- d. FY 10-11 Website strategies

June 15

- a. Consolidated Productivity Reports

July 20

- a. Consolidated Productivity Reports

August 17

- a. Consolidated Productivity Reports
- b. End of FY 09-10 Review

September 21

- a. Consolidated Productivity Reports
- b. 2011 Brochure reprinting discussion
- c. Holiday – Gather Events/Discussion

October 19

- a. Consolidated Productivity Reports
- b. 1st Quarter ROI

- c. 2011 Brochure Rough Draft

November 16

- a. Consolidated Productivity Reports

December 21

- a. Consolidated Productivity Reports
- b. PR Update

2010 CB MAC Meeting Schedule/Tentative Agenda

January 26

- a. Consolidated Productivity Reports
- b. 2nd Quarter ROI
- c. CrossComm Web enhancement updates

February 23

- a. Consolidated Productivity Reports
- b. July – Dec '09 LHWH PR update
- c. Budget Update

March 23

- a. Consolidated Productivity Reports
- b. Film & Fireworks Series Discussion
- c. FY 10-11 Preliminary Brainstorming Strategic Discussion

April 27

- a. Consolidated Productivity Reports
- b. 3rd Quarter ROI
- c. Film & Fireworks campaign presentation
- d. Preliminary Budget & Allocations
- e. FY 10-11 Marketing Discussion incl. Media, PR, Promotions

May 25

- a. Consolidated Productivity Reports
- b. FY 10-11 Core Strategies & Tactics

June 22

- a. Consolidated Productivity Reports

July 27

- a. Consolidated Productivity Reports

August 24

- a. Consolidated Productivity Reports
- b. End of FY 09-10 Review

September 28

- a. Consolidated Productivity Reports
- b. 2011 Brochure Reprinting Discussion
- c. Holiday – Gather Events/Discussion

October 26

- a. Consolidated Productivity Reports
- b. 1st Quarter ROI

- c. 2011 Brochure Rough Draft

November 23

- a. Consolidated Productivity Reports

December 28

- a. Consolidated Productivity Reports
- b. PR Update