

MINUTES

New Hanover County Tourism Development Authority
Kure Beach Marketing Advisory Committee Meeting
Tuesday, January 19, 2010
11:30am

Town of Kure Beach
Kure Beach, NC 28449

- I. Call meeting to order
Committee Members Present: Anne Brodsky, Bob Falco Peter Boulter
Brant Barnwell
CVB Members: Paige Sumervell Shawn Braden
Guest: Kaysie Pralle, Town of Kure Beach
- II. Approve meeting minutes: December 15, 2009

Minutes were approved.
- III. Old Business:

Consolidated Productivity Reports
ROT – We had a slight increase in the room occupancy tax for November.
Website: New site went live in December of 09. Page views were up as were the
Visits.
Social Media: We discussed the number of fans on our Facebook page and the number
of followers on Twitter. Both were up for the month.

Advertising Pay Per Click was discussed.
Budget: We will cover some budget items in next months meeting.
- IV. New Business –
Kaysie came in a talked to us about the committees of the town and we discussed
advertising/posting for addition members to our committee
- V. Comments/Set Next Meeting Date – March 16, 11:30am-1:30pm KB Town Hall: This will be a
very important meeting and should last around 2 hours. All members are encouraged to make
plans to attend. Everyone should plan on bringing lunch with them.
- VI. Adjournment was at approximately 12:55 pm.