

MINUTES

New Hanover County Tourism Development Authority
Kure Beach Marketing Advisory Committee Meeting
Tuesday, February 16, 2010
11:30am

Jack Mackerel's
113 K Ave
Kure Beach, NC 28449
910/458-7668

- I. Call meeting to order
Committee Members Present: Anne Brodsky, Michelle Hackman, Bob Falco
Brant Barnwell
CVB Members: Paige Sumervell Shawn Braden

- II. Approve meeting minutes: January 19, 2010

Minutes were approved.

- III. Old Business:

Consolidated Productivity Reports
ROT – December had a 92.39% increase over last year.
Fiscal YTD is +5.5% and calendar years is up 3.78%
Website: New site went live in December of 09. Page views were 33,812
Visits were 7,651
Social Media: We now have 5,369 fans on Facebook
192 Followers on Twitter
Advertising Pay Per Click is 0.60/click
Budget: We went over the budget discussing the Shortfall and how the budget and funds were shifted to cover it. Shortfall is \$3,195.

- IV. New Business –
We talked about getting new members to serve on the committee. The ads have run and the word is out that we are looking. Anne Brodsky will follow-up the Paige and Shawn after tonight's council meeting.

- 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 1:00 pm.