

MINUTES

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

KB Town Hall Council Chambers

117 Settlers Lane
Kure Beach, NC 28449
910/458-8216

- I. Call meeting to order
Committee Members Present: Anne Brodsky, Bob Falco, Brant Barnwell
(Excused were Peter Boulter and Michelle Hackman)

CVB Members: Paige Sumervell Shawn Braden
Guests: Mayor Dean Lambeth, Lauren Cobb

- II. Approve meeting minutes: February 16, 2010

Minutes were approved.

- III. Old Business:

Consolidated Productivity Reports
ROT – February ROT information was not available.

Budget: No budget cut for 2010/11 as far as we can tell.

- IV. New Business –
Strategic Meeting: Meeting started off with Lauren giving us an update on how marketing paradigms have changed. Old marketing was more interruption and now you must make your message accessible to people looking for you. YouTube is the 3rd largest search engine. People are going to places like TripAdvisor.com to find out what customers are saying about goods and services they have purchased. It's not so much of the "company" advertising, rather customers giving feedback and interacting with potential customers. This was an excellent presentation with a lot of good information.
That was followed up by Shawn giving us the findings of a Pace Communication focus group. Again, good information and a great presentation. Just a couple of key points were that we need to tie into the Wilmington area and advertise that we are close to a lot of things in the area. We also discussed the Visitor's Guides and how the focus group really wanted just one publication rather than having lots of smaller brochures.

We are still looking for additional members. Ads have gone out. Brant is talking with someone about becoming a member.

- V. Comments/Set Next Meeting Date – April 20, 11:30am-1:30pm Jack Mackerels

- VI. Adjournment was at approximately 1:30 pm.