

## MINUTES

New Hanover County Tourism Development Authority  
Kure Beach Marketing Advisory Committee Meeting  
Tuesday, May 18, 2010  
11:30am

### Big Daddy's

Kure Beach, NC 28449

I. Call meeting to order

Committee Members Present: Bob Falco, Brant Barnwell, Peter Boulter,  
(Joan Van Ham, new committee member not approved by council yet was also in  
attendance. Joan was approved that evening at the council meeting.)

CVB Members: Paige Somervell                      Shawn Braden  
Guests: Lauren Cobb & Gilbert Aspin

II. Approve meeting minutes: March 16, 2010 and April Minutes were approved due to there not being a quorum at the last meeting.

Minutes were approved.

III. Old Business:

There will be a meeting on June 2<sup>nd</sup> to present the plans by Wilmington/Cape Fear Coast Convention & Visitors Bureau for the Cape Fear Visitors Guide. Members are encouraged to attend.

IV. New Business –

a. ROT Update:

Kure Beach: -13.49 for February, +41.07 for March, FYTD +6.09

County: -9.69 for February, +1.81 for March, -5.46 FYTD

b. Social Media: 254 Twitters

c. There was a Press Release for Spring Destinations

d. Budget: A draft of the Budget was presented showing allocations, and when the money was to be spent. Copies of the handouts are attached to the minutes.

V. Comments/Set Next Meeting Date – June 15, 11:30am-1:30pm Location: TBD

VI. Adjournment was at approximately 1:30 pm.