

MINUTES FROM
New Hanover County Tourism Development Authority
Kure Beach Marketing Advisory Committee Meeting
September 21, 2010

- I. Call meeting to order
Committee Members Present: Brant Barnwell, Peter Boulter, Joan Van Ham
(Excused was Anne Brodsky)
CVB Members: Shawn Braden
Guests: None
- II. Approve meeting minutes: July 20, 2010
Motion made and seconded and minutes of last meeting were approved. Please note that no meeting was held in August.
- III. New Business:
 - a) Consolidated Productivity Report- Reports are available online now. Go to www.visitkure.com/reports to view.
 - b) FY 10-11 Creative
We discussed the Fall landing page and how it would work. Looks like a good plan that will allow us to address the Fall shoulder season
 - c) Marketing Tactics
Social Media – Still continue to grow on Facebook and Twitter. Events and offers we do a 30 day out “mark your calendar”, 15 days out a reminder, then the week of an “are you going”.
Public Relations- Lauren was unable to attend so a limited report was discussed.

d) New Website – We have site map approval, next month we will discuss the wireframe and hope to launch the end of January.

e) SLAP Committee Request – Brant met with Tony Gonsalves last week. Tony is chair of the SLAP committee. Tony requested that our committee help his committee with maps of the area showing parking and amenities available at the beach access points in Kure Beach. It was decided to invite Tony to our next meeting to have him give us a quick update on his committee’s work and how the marketing committee might assist the Shore Line Access & Parking committee.
 - f) Peter Doran – Local photographer and Kure Beach resident Peter Doran has offered the Town the opportunity to utilize his photos at no cost, he just requests we give him photographer credit. Shawn says that is not something we do, however I will send her Peter’s contact information and she will contact him.
- IV. Old Business
We continued our discussion of the website and the Fall landing page as well as how the process is progressing.
- V. Comments/ Next Meeting Date –Next meeting will be October 14th from 9:30 to 11:30. Details to follow in separate email as soon as they are determined.
- VI. Adjournment