

Minutes
New Hanover County Tourism Development Authority
Kure Beach Marketing Advisory Committee Meeting

November 16, 2010
12:30PM – 1:30PM

Holiday Inn Resort in Wrightsville Beach on 1706 N. Lumina Ave
Turtle/Ocean watch Room

- I. Call meeting to order
- II. Approve meeting minutes: October 14, 2010
- III. New Business:
 - a. Consolidated Report Update – Shawn presented the report numbers showing positive results for the month and both calendar and fiscal years.
 - a. Seasonal Campaign Updates – An update was given on the seasonal campaigns
 - b. Creative Agency RFP Development- We discussed the RFP for the Creative Agency. Carolina and Kure Beach will be submitted as one RFP.
 - c. Rollover Funds- We were told that we would have some roll over funds that will be available. How to best spend those funds will be decided.
- IV. Old Business
 - a. Website Update : We had a telephone conference with the web developers to explain what they were doing and get input from the committee as to content.
- V. Comments/Next Meeting Date –
- VI. Adjournment