

MINUTES
KB MARKETING ADVISORY COMMITTEE
December 20, 2011

In attendance:

Chairman Brant Barnwell, Peter Boulter, Joan Van Hamm, Butch VonCannon; Wilmington and Beaches CVB: Shawn Braden, Jodi Hardee; Agency: Brandon (Pete Damaio and Wendi Burrell).

Peter Boulter called the meeting to order.

NEW BUSINESS

Room Occupancy Tax Collections

Shawn Braden reported on Room Occupancy Tax Collections for October.

Kure Beach was up 11.69% for October, up 7.48% for Calendar-Year-to-Date, and up 7.07% Fiscal-Year-to-Date. New Hanover County was up 4.13% as compared to the same month of prior year. Fiscal year-to-date, July 2010 – October 2011, New Hanover County is up 5.03% and calendar year-to-date is up 7.13%.

FY 12-13 Strategic Planning Dates

Ms. Braden said that Clean Design would come back in January to discuss the rollover plan and spring creative. FY 12-13 Strategic planning would start in February and plans and recommended budget would be discussed and approved March - May.

OLD BUSINESS

Rollovers

The initial rollover budget calculations were incorrectly reported as \$36,000. The new number is \$18,220. The error was due to the fund balance calculation.

Next Steps for Spring Marketing

Ms. Braden discussed next steps for spring marketing would include stepping up online military marketing in January, and revisions to spring print media which would come from the rollover budget. Other options for rollover budget spend could include sponsorships, social media contests, and enhanced display and search options.

Website Introduction & Site Navigation

Ms. Braden and Pete Damaio with Brandon walked the committee through the new Kure Beach website including the Hotels & Lodging, Vacation Rentals, Things to Do, Events Calendar, Restaurants, Shopping, Winter Highlights, Packages & Deals, Maps & Directions, Weddings & Reunions, and Photo Gallery sections. Committee feedback is encouraged through email.

Comments

Chairman Barnwell said the Town is trying to get all of the committees on the same schedule, with 2 members appointed for 1 year, 2 members appointed for 2 years, and 2 members appointed for 3 years. He would let the committee know what date this would go into effect.

Next Meeting Date

The next meeting date is January 17, 2012.

Meeting adjourned at 11:45 a.m.

Respectfully submitted,
Jodi Hardee
Marketing Manager
Wilmington and Beaches CVB