

Minutes
Tuesday, January 17, 2012
11:00 AM – 12:30 PM

- I. Call Meeting to Order
- II. Approve Meeting Minutes: October 18, 2011, November, 15, 2011 and December 20, 2011

Minutes

- III. New Business:
 - a. Room Occupancy Tax Collections
Nov. County = +6.54%; Calendar Year = +7.10%; Fiscal = +5.16%
Nov. Kure = +12.01%; Calendar Year = +7.57%; Fiscal = +7.21%

- IV. Old Business
 - a. Committee Appointment Update
Robin Nalepa will be up for approval on our committee at tonight's council meeting.

 - b. Rollover Recommendations
We had a discussion regarding what to do with our limited rollover monies. It was unanimously agreed to go with the addition of the Durham Bulls sponsorship, Southern Living March ad and enhanced WQDR spring radio buy. In addition, there were other rollover expenditures approved for website and mobile site.

 - c. Spring Creative and Media Plan Update
Facebook refined targeting. We removed the Parenting Magazine ads. It was decided to go with more "water" related ads with the same "unplug" message.

 - d. Website
Launching by the end of January. Discussed website and where it was in the launch process. Also discussed that the Chamber of Commerce was about to go live with their new website very soon.

- V. Comments/Next Meeting Date –
February 21, 2012 (FY12-13 Strategic Planning)

- VI. Adjournment