

Minutes
New Hanover County Tourism Development Authority
Kure Beach Marketing Advisory Committee Meeting
Tuesday, February 21, 2012
11:00 AM – 12:30 PM
Town Hall
117 Settlers Lane, Kure Beach, NC

- I. Call Meeting to Order- Meeting was called to order at 11:00 AM Members present were Joan VanHam, Christine Avery, Butch Von Cannon, Robin Nalepa and Brant Barnwell. CVB Members present were Jodi Hardee and Shawn Braden. Visitor, Councilperson Emilie Swearingen.
- II. Approve Meeting Minutes: October 18, 2011, November, 15, 2011 and January 17, 2012 Minutes were approved.
- III. New Business:
 - a. Room Occupancy Tax Collections
Kure Beach:
 - December up 15.62%
 - Calendar YTD up 7.62%
 - Fiscal YTD up 7.30%
 - New Hanover County:
 - December up 11.47%
 - Calendar YTD up 7.23%
 - Fiscal YTD up 5.48%
 - b. FY12-13 Strategic Planning
We discussed the Strategic Plan for the coming fiscal year including a review of goals, competition, brand strategy and target markets. We also reviewed fall campaign performance and discussed next steps.
- IV. Old Business
 - a. Website and Mobile Site Updates
Shawn Braden presented a brief PowerPoint presentation about the Kure Beach website. Ms. Braden reported that the new website was launched on February 1, 2012. The CVB staff continues to work on site enhancements as well as training industry partners (accommodations, attractions, restaurants and shops) so they will be able to update their partner profiles on the website.

The committee also discussed the rollover funds, specifically spending \$5,800 to advertise with the Durham Bulls during the month of April as part of a Kure Beach brand recognition and trip giveaway promotion. The MAC committee will invite council members to attend a game.
- V. Comments/Next Meeting Date – March 20, 2012
We discussed the possibility of changing our meeting date from the third Tuesday to the fourth Tuesday of each month to coincide with Carolina Beach’s marketing advisory committee

meeting and make it easier for our partners to attend both marketing committee meetings. We will discuss at March meeting.

- VI. Adjournment
Meeting was adjourned.