

**Minutes**  
**New Hanover County Tourism Development Authority**  
**Kure Beach Marketing Advisory Committee Meeting**  
**Tuesday, March 20, 2012**  
**11:00 AM – 12:30 PM**

- I. Call Meeting to Order  
Members present were Joan Van Ham, Christine Avery, Butch Von Cannon, Robin Nalepa and Brant Barnwell. CVB Members present were Jodi Hardee and Shawn Braden. Guests were Stephanie Perri, Clean Design and Sue Toth, AdStaff Media.
- II. February minutes will be approved at next meeting.
- III. New Business:
  - a. Room Occupancy Tax Collections  
New Hanover: January +15.7%; FYTD = +6.01%;  
Kure Beach : January +38.91%; FYTD = +7.56%
  - b. Marketing Updates: Email Marketing, Facebook Brand Timeline and Omniture Website Report  
Shawn Braden and Stephanie Perri reviewed email marketing efforts, the new Facebook Brand Timeline and Omniture website reports with committee members. A more in-depth review and discussion of Ominture will be presented at the April meeting.
  - c. FY12-13 Marketing Plan Core Strategies  
Clean Design presented the Kure Beach tentative marketing plan including strategy, media plan, PR and social media plan, and discussed next steps.
- IV. Old Business
  - a. Mobile Site Update  
Shawn Braden stated that the mobile site is moving along well. The Data feed links should be available this week which is the last piece to have the mobile site up and running.
  - b. July MAC Meeting  
The Committee voted to not meet in July since we are in the middle of peak summer season and from a marketing standpoint, we are not doing much marketing in our prime season. The committee also voted to move our meeting date to the fourth Tuesday of each month. The time and location will remain the same. Brant Barnwell stated he would attend the council meeting on March 20th to inform them of the date change.
- V. Comments/Next Meeting Date – April 24, 2012
- VI. Adjournment

