

**Minutes**  
**New Hanover County Tourism Development Authority**  
**Kure Beach Marketing Advisory Committee Meeting**  
**Tuesday, April 24, 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. Special Guest: Pete Dimaio
  
- II. February and March minutes were approved.
  
- III. New Business:
  - a. Room Occupancy Tax Collections  
New Hanover: February +4.6%; FYTD = +5.92%;  
Kure Beach : -5.46%; FYTD = +7.45%
  
  - b. Omniture Website Report:  
Pete Dimaio with Fuel Interactive presented the Omniture Website Report. Omniture is a cookie-based analytics system that provides a view of how consumers find, interact and leave our site. For the month of March 2012, the Kure Beach website had 12,556 visitors that spent an average of 5.53 minutes on the site. 41 people signed up for specials and 266 people requested a visitor's guide. Next steps include Enhancements to Site as Warranted by Visitor Behavior & Site Analysis, Addition of Content Based on Searches, Addition of Exit Links Tracking to Industry Partners and Advertising Analysis for Spring Campaign and Fiscal Year-End.
  
  - c. Shawn Braden reviewed the FY 12-13 Marketing Plan and Tentative Budget
  
  - d. Updates: Robin stated that the new Reef Exhibit Grand Opening at the Aquarium will be 7/11/12. New exhibit Shark Touch Tank.
  
- IV. Old Business
  - a. FY 12-13 Marketing Plan and Tentative Budget  
We will review and approve budget at the May 22<sup>nd</sup> meeting.
  
  - b. Durham Bulls sponsorship-  
Jodi gave a quick update on our Durham Bulls sponsorship. There are 11 home games in the month of April. Seven have been played. There is a give-a-way if there are back to back homeruns in any game.
  
  - c. Mobile Site Update:

They are still working with the data feed and filtering to get the mobile site up and running. Should be completed before next meeting.

V. Comments/Next Meeting Date – May 22, 2012

VI. Adjournment