

MINUTES
New Hanover County Tourism Development Authority
Kure Beach Marketing Advisory Committee Meeting
Tuesday, May 22, 2012
11:00 AM – 12:00 PM
Town Hall
117 Settlers Lane, Kure Beach, NC

I. Call Meeting to Order
 Meeting was called to order at 11:05. In attendance were Brant Barnwell, Christine Avery, Joan Van Ham, and Butch Von Cannon. CVB: Shawn Braden, Jodi Hardee. Town: Mayor Dean Lambeth. Guest: Christine Avery's summer intern.

II. Approve Meeting Minutes: April 24, 2012 – April minutes were approved.

III. New Business:

a. Room Occupancy Tax Collections

	March 2012	CYTD	FYTD
New Hanover	+4.59%	+7.24%	+5.81%
Kure Beach	+19.91%	+18.69%	+7.71%

IV. Old Business

a. FY12-13 Budget

Shawn Braden presented the FY 12-13 Budget and there was good discussion. The total budget comes in at \$137,039 and this number is given to us by the county. This is a 32.9% increase without rollovers and 12.9% increase with rollovers from last year's budget (see attached budget information).

Braden also explained the \$2,500 charge for website enhancements to include:

- More robust search engine with multiple searches
- Customization of searches
- Improve functionality for partners (allow for multiple categories per listing)
- Replicate sites to help with load time
- Weather system to be self-contained on site
- Videos to be pulled to help with SEO
- Live chat feature

Brant Barnwell stated that Robin Nalepa was absent due to a scheduling conflict at the Aquarium. Nalepa submitted a letter asking the committee to submit a proxy vote in her absence to approve the budget. Christine Avery motioned to accept the proxy vote with a second motion from Butch Von Cannon. The motion to accept the proxy vote was unanimously approved (see attached).

Joan Van Ham motioned to approve budget with a second motion from Butch Von Cannon. The FY 12-13 Budget was unanimously approved and Barnwell will present to Town Council on Tuesday, June 19.

Shawn Braden explained to members that they may see a vacation rental company located in Carolina Beach showing up on the Kure Beach website. This is because the company is paying ROTs for both Carolina and Kure Beaches.

Shawn Braden asked Jodi Hardee to follow-up with Robin Nalepa regarding the opening of the Aquarium's Adventure Reef.

V. Comments/Next Meeting Date – June 26, 2012

VI. Adjournment – Meeting adjourned at 11:30 am