

**Minutes for Approval
New Hanover County Tourism Development Authority
Kure Beach Marketing Advisory Committee Meeting**

**Tuesday, September 25, 2012
11:30 a.m.-noon**

**Town Hall
117 Settlers Lane, Kure Beach, NC**

- I. Call Meeting to Order
Meeting called to order at 11:31. In attendance were Christine Avery, Brant Barnwell, Peter Boulter, Butch Von Cannon and Robin Nalepa. CVB: Shawn Braden and Jodi Hardee. Guests: none
- II. Approve Meeting Minutes: August 28, 2012 – August Minutes were approved
- III. New Business:
 - a. Room Occupancy Tax Collections

	July	CYTD
New Hanover	-1.29%	9.17%
Kure Beach	2.55%	12.37%

July ROT Collections trended down county-wide. July 2012 had only 4 weekends as compared with 5 in 2011. Also, the official July 4 fell on Monday in 2011 making for a three-day holiday versus falling mid-week in 2012.

- b. The committee agreed to cancel the December meeting as it falls on Dec. 25. Brant Barnwell will notify town of change.
 - c. The town of Kure Beach requested information about the sale of commemorative fish for the beachside park be posted on the Kure Beach Facebook page administered by the CVB. The CVB has a no solicitation policy on this tourism-focused page. However, it was agreed that a KB MAC member could post a message on the FB page to help spread the word about the sale.
- IV. Old Business
 - a. Web Update
Shawn Braden reported the WilmingtonandBeaches.com website will re-launch at the end of October with updates and upgrades. The site will have the same look and feel; the upgrades, however, will make the site and portals more user-friendly and convenient. Upgrades include: pop-out menus, enhanced multi-use search, multiple content selections for partners, special offer highlights, adding live chat for visitors, separating videos and photo gallery, improve portal load time by replicating site outside of portal.

From February to July 2012, more than 180,000 inquiries came through the website to individual travel partners. Individual business partners are missing out on a marketing opportunity by not utilizing the site and keeping their events and offers updated.
 - b. Video update
Shawn Braden reported she signed off on the longer 2-minute marketing video edits, featuring “Insider Views” of the area, shot in July. The committee will see

the finished version at the October meeting. Editing will soon begin on the 30-second spots of insider tips.

- V. Comments/Next Meeting Date – October 23, 2012-11:30 a.m.
- VI. Adjournment – Meeting adjourned at noon