

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

**Tuesday, June 26, 2012  
11:00 AM – 12:00 PM**

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

- I. Call Meeting to Order  
Meeting called to order at 11:05. In attendance were Brant Barnwell, Christine Avery, Peter Boulter, Joan Van Ham and Butch Von Cannon, Robin Nalepa. CVB: Shawn Braden, Jodi Hardee and Karla Thompson. Guests: Stephanie Perri, Clean Design; Thomas Bartolotta, Parks & Recreation intern; and Kelli Minton, Christine Avery's summer intern
- II. Approve Meeting Minutes: May 22, 2012 – May Minutes were approved
- III. New Business:
  - a. Room Occupancy Tax Collections

	<b>April 2012</b>	<b>CYTD</b>	<b>FYTD</b>
<b>New Hanover</b>	12.22	9.16	6.48
<b>Kure Beach</b>	29.13	25.44	9.05

- b. FY11-12 Marketing Report Review  
Stephanie Perri with Clean Design reported on campaign results from FY 11-12. She reviewed primary and secondary goals, as well as fall and spring creative. The campaigns were measured and tracked by paid ad impressions, ad URL inquiry traffic, media frequency and reach, Facebook fans and user interaction, Twitter followers and @mentions, public relations metrics and website traffic.

Kure Beach spent approximately \$51,898 on media and received 15.4 million total impressions and more than 41,000 inquiries since July 1, 2011. The Kure Beach Facebook page saw a 36% increase in fans since October 2011 and the Twitter page saw a 72% increase in new followers compared to July 2011.

Karla Thompson, Technology Systems Administrator with the CVB reported on website Omniture tracking and SEO.

Next steps including ongoing updating and tweaking of PPC campaigns, continued analysis of campaign results, recommendations for changes to next fiscal year, tweaks to fall creative, PR feature stories development and Pinterest addition to social media.

- IV. Old Business
  - a. Presentation of FY12-13 Budget to Kure Beach Town Council  
Brant Barnwell reported the budget was presented and approved by Town Council.
- V. Comments/Next Meeting Date – August 28, 2012  
Due to a scheduling conflict with one of the committee members, the committee decided to move meeting time from 11 to 11:30 AM.
- VI. Adjournment – Meeting adjourned at 12:15