

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

**Tuesday, August 28, 2012
11:30 AM**

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

- I. Call Meeting to Order
Meeting called to order at 11:35. In attendance were Christine Avery, Joan Van Ham, Butch Von Cannon and Robin Nalepa. CVB: Shawn Braden and Jodi Hardee. Guests: Stephanie Perri, Clean Design; Kristin Kelly, Natalie West and Leah Knepper from French|West|Vaughn
- II. Approve Meeting Minutes: June 26, 2012 – June Minutes were approved
- III. New Business:
 - a. Room Occupancy Tax Collections

| | May | June | CYTD | FYTD |
|--------------------|------------|-------------|-------------|-------------|
| New Hanover | 7.23% | 27.39% | 14.06% | 9.29% |
| Kure Beach | 14.15% | 22.85% | 21.36% | 12.14% |

KB FY11-12 ROTs totaled \$310,388 to exceed the record set in FY10-11 totaling \$276,784, a 12.14% increase. 2011/12 receipts in total have set the new benchmark for ROT collections in both the first 3% and 2nd 3% collections. 2011/12 countywide totals exceed the previous benchmark year of 2007/08 by 5.65%, totaling \$4,258,617.

- b. Wilmington and Beaches Marketing Plan Industry Presentation will be held at 9 a.m., Tuesday, Sept. 18 at the New Hanover County Government Center, Training Room B. The Presentation will include trends, research and plans for the entire destination, with an overview of specific beaches.
- IV. Old Business
 - a. New Creative Additions
Stephanie Perri with Clean Design presented two new Kure Beach advertisements added to the current ad suite. Both stick to the “unplug and reconnect” theme and focus on family, yet increase the energy level and demonstrate activity (beach fun). One features a child headed to the beach. The second features the Kure Beach Pier and a family playing on the beach with a lifeguard keeping sentry.
 - b. Public Relations Content Calendar and Social Media New Pinterest Presence
Kristin Kelly with French|West|Vaughan presented the new Public Relations calendar featuring topics and for pitches and press releases through June 2013. The focused pitches will expand to reach not only feature and travel writers but more targeted media, based on events, i.e. music writers for Annual Seafood, Blues and Jazz Fest).

Kelly also reported on the expansion of the Kure Beach Social Media strategy to include a presence on Pinterest, a virtual pinboard that allows participants to

organize, share and browse material from the internet. The KB boards launched in August and include a focus on Weddings, History and Family Beach Fun.

c. Video Update

Shawn Braden reported on the marketing video, featuring “Insider Views” of the area, shot in July. So much outstanding video was collected, the original plan for one video was expanded to include 5 to 7 videos, including short clips of Insider Tips to be browsed by topic; a longer, 2-minute video and a visitor perspective. These should be ready for posting in September.

V. Comments/Next Meeting Date – September 25, 2012

VI. Adjournment – Meeting adjourned at 12:10 p.m.