

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

**Tuesday, October 23, 2012  
11:30 a.m.-12:30**

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

- I. Call Meeting to Order  
Meeting called to order at 11:36. In attendance were Christine Avery, Joan Van Ham, Butch Von Cannon and Robin Nalepa. CVB: Shawn Braden and Jodi Hardee. Guests: none
- II. Approve Meeting Minutes: September 25, 2012 – September Minutes were approved.
- III. New Business:
  - a. Room Occupancy Tax Collections

	<b>Aug</b>	<b>CYTD</b>	<b>FYTD</b>
<b>New Hanover</b>	12.77%	4.4%	9.81%
<b>Kure Beach</b>	17.93%	8.72%	13.72%

b. Rollover

Shawn Braden reported the expected ROT rollover amount for Kure Beach will be \$41,937, based on significant increases and the annual audit. The amount must be approved by the New Hanover County Tourism Development Authority Board. This dollar figure is more than the media budget for 2011. The majority of the approved sum will be recommended to be used for media spending. The approved figure and recommendations may be sent to Kure Beach Marketing Committee members before the next meeting, as media purchases for the spring season will need to be made as soon as possible.

Destination Marketing Awards

Shawn Braden reported the Wilmington and Beaches Convention & Visitors Bureau (WABCVB) received three Destination Marketing Achievement awards from the Destination Marketing Association of North Carolina (DMANC). The CVB received a Gold award for Best Destination Print Advertising-Leisure (small budget), for Kure Beach's ad campaign entitled "A Little Less Hectic", which was developed to convey Kure Beach's natural beauty and small wonder appeal which affords a beach experience whereby one can slow down, reconnect with family (and themselves) and experience a more rewarding pace of life. The CVB also received Best Marketing Initiative for its redesigned portal website [WilmingtonAndBeaches.com](http://WilmingtonAndBeaches.com) which launched in February 2012. The 2011 awards were presented on September 29 during the North Carolina Tourism Leadership Conference in Raleigh. The CVB shares this industry recognition with its agencies of record and travel partners.

IV. Old Business

a. Holiday Promotion

Shawn Braden reported Holiday promotions for Kure Beach will focus on eSpecials, social media and pay-per-click ads.

She also reported Marketing Manager Jodi Hardee attended a Pleasure Island Chamber meeting regarding holiday activities. The discussion mainly focused on organizing for the holiday events around the island, encouraging volunteers, lead organizations, etc.

b. Video update

Shawn Braden showed the final cut of the extended marketing video reported featuring "Insider Views" of the area, shot in July. It is based on insiders' views and tips of the area and edited from multiple hours of raw footage. The video will be included in the video gallery of the website when it is re-launched.

V. Comments/Next Meeting Date – November 27, 2012-11:30 a.m. to present the Fall Campaign Results

VI. Adjournment – Meeting adjourned at 12:04