

Minutes for Approval
Tuesday, January 22, 2013
New Hanover County Tourism Development Authority
Kure Beach Marketing Advisory Committee Meeting

Town Hall
117 Settlers Lane, Kure Beach, NC

- I. Call Meeting to Order
Meeting called to order at 11:32. In attendance were Christine Avery, Brant Barnwell, and Robin Nalepa. CVB: Shawn Braden and Jodi Hardee. Guests: Tom Hickey and Stephanie Perri with Clean Design. Natalie Best and Leah Knepper with French|West|Vaughan.
- II. Meeting Minutes approved for November 27, 2012
- III. New Business:
- a. Room Occupancy Tax Collections
- | | Nov | CYTD | FYTD |
|--------------------|------------|-------------|-------------|
| New Hanover | 16.3% | 10.14% | 7.01% |
| Kure Beach | 10.98% | 11.17% | 6.13% |
- b. FY13-14 Strategic Planning Part I
Stephanie Perri with Clean Design presented additional proposals for strategic planning (see previously forwarded presentation). Previously the target market for Kure Beach was families with young children. Fine tuning this for FY13-14 will include targeting fishermen and retirees in the fall shoulder season and families with young children in spring. Minimal creative changes are proposed for FY13-14. The current campaign is beautiful and working. Color tweaks and changes to the “unplug” copy to differentiate it from what has become a common message are the only recommendations.
- Natalie Best presented the attached PR strategies for Kure Beach recommended by French|West|Vaughn (see previously forwarded presentation).
- IV. Old Business
- a. Rollovers Plan/Media Network Recommendations
Brant Barnwell reported he presented the Rollover Recommendations to the Town Council. One member asked about vetting submissions to a YouTube Channel. Shawn Braden confirmed all submissions are reviewed before posting.
- Clean Design presented the Rollover Media Plan and Remaining Network Recommendations. Tom Hickey reported media strategy recommendations for the rollover plan. Three networks proposed for digital ad buys include WeatherBug, Collison Media and Events and Quantcast. A recommendation was made for YouTube with options including in-search, in-display, in-stream and in-slate.
- b. Spring Media Plan Revisions
Tom Hickey reported the media strategy for spring is to raise awareness for Kure Beach. To accomplish this there will be a 50/50 mix for active and passive media. Recommendations include reinvesting newspaper buy of \$5,000 (NC Press Services) into Homeaway.com and supplement existing PPC campaign by \$5,000. Reasoning behind change is due to newspaper skews to a significantly older demographic, circulation continues to decline and it is less influential in travel decision-making process. The recommended plan includes 1.4 million

impressions at a cost of \$10,000 (\$5k from NC Press Services, \$5k from rollover contingency). Additionally, there was a recommendation to increase paid ads for YouTube and increasing the existing print ad size for Southern Living magazine.

c. Committee Appointment

Barnwell reported Jim Gabriel, owner of Darlings by the Sea, was recommended to Town Council to join the Marketing Advisory Committee.

- V. Comments/Next Meeting Date – February 26, 2013 (FY13-14 Strategic Planning Part II)
- VI. Adjournment
Meeting adjourned at 1:06 p.m.