

Minutes for Approval
Tuesday, February 26, 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 11:36. In attendance were Christine Avery, Brant Barnwell, Jim Gabriel, Robin Nalepa and Butch Von Cannon. CVB: Shawn Braden, Karla Thompson. Guests: Pete DiMaio from The Brandon Agency.
- II. Meeting Minutes approved for January 22, 2013
- III. New Business:
- a. Room Occupancy Tax Collections
- | | DEC | CYTD | FYTD |
|--------------------|------------|-------------|-------------|
| New Hanover | 7.07% | 10.05% | 7.01% |
| Kure Beach | 33.46% | 11.34% | 6.43% |
- IV. Old Business
- a. FY13-14 Strategic Planning Part II

Pete DiMaio presented the web and mobile trends and recommendations for FY13-14 strategic planning (see attached presentation). The overview included the success of the site delivering Kure Beach partner referrals (18,628) and the benefit of the portal site inclusion quantified by 65,866 total partner referrals for Kure Beach (18,628 KB site and 47, 238 portal site). Enhancements in search engine capabilities, load times, navigation, site visitor information and weather components were detailed (see attached presentation).

Karla Thompson presented Phases II website enhancements which included content and design considerations, as well as industry partner profile enhancements (see attached presentation).
 - b. Committee Appointment

Brant Barnwell reported the town council granted approval to add a seventh member to the marketing committee. Recommendations for the position can be submitted to Barnwell.
 - c. Ocean Front Park Update

Jim Gabriel reported the road is open and the restrooms are ready at the Ocean Front Park.
 - d. Bridge Repairs

Shawn Braden reported repairs to the Snows Cut Bridge southbound lanes are not anticipated to impact summer traffic and should be complete by the end of April, according to sources at DOT. Additional work to the north bound lanes will not be completed this summer. Messages are being developed as a proactive measure in case social media messaging is needed to address unexpected delays as repairs continue.
- V. Comments/Next Meeting Date – The next meeting is scheduled for March 26, 2013. Two committee members indicated conflicts with this date. Moving the meeting date to March 19 was proposed, but is not feasible for scheduled presentations. The committee will meet April 23, 2013.
- VI. Adjournment-Meeting adjourned at 1:10 p.m.