

**Minutes for Approval  
Tuesday, April 23, 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 11:35. In attendance were Christine Avery, Brant Barnwell, Jim Gabriel, Robin Nalepa and Butch Von Cannon. CVB: Shawn Braden, Jodi Hardee. Guests: Stephanie Perri and Tom Hickey with Clean Design. Leah Knepper with FrenchWestVaughan.
- II. Meeting Minutes approved for February 26, 2013.
- III. New Business:

- a. Room Occupancy Tax Collections

	<b>Feb</b>	<b>CYTD</b>	<b>FYTD</b>
<b>New Hanover</b>	5.56%	3.88%	6.65%
<b>Kure Beach</b>	15.22%	(23.30%)	5.91%

- b. Industry Partner Website & Social Media Training with Pleasure Island Chamber of Commerce-Shawn Braden reported the CVB and the Pleasure Island Chamber of Commerce are planning a training for Industry Partners to better utilize the WilmingtonandBeaches.com and portal sites to reach visitors and potential visitors. Date TBD by Chamber.

- IV. Old Business

- a. FY13-14 Marketing Plan & Budget Recommendations

Tom Hickey with Clean Design reported on the FY13-14 Marketing Plan and Budget Recommendations. The spring shoulder season is to remain top advertising priority with an extension into May. The media budget will remain consistent with FY12-13 with primary focus on digital advertising (63% of budget). Print recommendations include increasing ad sizes and reducing number of magazines. TV presence to continue in FY13-14.

Leah Knepper presented Public Relations recommendations. A primary strategy will continue to increase awareness of Kure Beach as a destination through earned media placement and social media. In addition to current tactics, recommendations include working with the town and island experts to uncover in-depth information and story ideas and adding 3 additional focused time frames. Social Media will remain consistent with previous year, with the addition of CVB staff posts, additional content, contests and more travel tips.

Shawn Braden will send final budget prior to May meeting and the MAC will vote on the FY13-14 budget in May.

- V. Comments/Next Meeting Date – May 28, 2013
- VI. Meeting Adjourned 12:50