

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

**Tuesday, May 28, 2013
11:30 AM – 12:30 PM**

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

- I. Call Meeting to Order- Meeting called to order at 11:30. In attendance were Christine Avery, Brant Barnwell, Jim Gabriel, Robin Nalepa. CVB: Shawn Braden, Jodi Hardee. Guests: Nikki Keely, Recreation Coordinator for Town of Kure Beach
- I. Meeting Minutes Approved for April 23, 2013
- II. New Business:

- a. Room Occupancy Tax Collections

	March	CYTD	FYTD
New Hanover	7.38%	5.43%	6.71%
Kure Beach	9.2%	(4.62%)	5.99%

- III. Old Business
 - a. Industry Partner Website & Social Media Training with Pleasure Island Chamber of Commerce- Hardee reported training was held and a number of local partners attended the event to increase partner understanding and participation on website.
 - b. KB PR “Experts” List-A list of local experts to help source public relations stories and angles was reviewed. Additional names may be submitted to Shawn Braden.
 - c. FY13-14 Marketing Budget-Braden reported there would be no increase in the budget allocations. A motion was made to approve the budget as presented. A motion was made by Christine Avery, second by Jim Gabriel, all members voted to approve the budget, including a proxy vote by Butch Von Cannon. Brant Barnwell will present budget to Town Council at their meeting on June 18th.
- IV. Comments/Next Meeting Date – June 25, 2013
- V. Nikki Keely introduced herself and talked about events at the Ocean Front Park
- VI. Meeting adjourned 11:55