

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

**Tuesday, Sept.24, 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, Jim Gabriel, Robin Nalepa. CVB: Shawn Braden, Caitlin Mulholland.

I. Meeting Minutes Approved for June 25, 2013

II. New Business:

a. Room Occupancy Tax Collections

	<b>June</b>	<b>July</b>	<b>FYTD</b>
<b>New Hanover</b>	-0.51%	.29%	.29%
<b>Kure Beach</b>	13.96%	5.58%	5.58%

Creative - Braden reviewed tweaks to fall advertising creative and number of winter social media postings based on some lodging options closing for winter break.

III. Old Business

a. Committee Member Update- Committee chair Brant Barnwell and Butch Von Cannon resigned from the committee. The Town Council voted to amend the number of committee members from seven to five.

b. Election of Officers-Christine Avery nominated Robin Nalepa as the new committee chair, Gambriel seconded. Nalepa will continue to take notes until new members join.

c. Future Meeting Dates-The CVB recommended a revision to the number of meetings for the committee. The committee will now meet six times per year, including August, Nov., Jan or Feb (depending on FY14-15 Strategic Planning Meeting) April, May and June.

d. Website Global Mapping-Braden reported launch interactive global mapping feature that benefits direct partners.

IV. Comments/Next Meeting Date – Dec. 3, 2013 (moved from Nov. 26, 2013 as it is the week of Thanksgiving.)

V. Meeting adjourned 12:16 p.m