

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

**Tuesday, February 25, 2013  
11:30 AM – 12:30 PM**

**Town Hall  
117 Settlers Hall**

- I. Call Meeting to Order- Meeting called to order at 11:38 a.m. In attendance were Christine Avery, Anne Brodsky, Sam Khatib, Robin Nalepa. Kure Beach Town Council Liaison Emilie Swearingen. CVB: Shawn Braden, Kim Hufham, Ashley Murphy. Guests: Travis Conte, Tom Hickey and Dickens Sanchez from Clean Design; Leah Knepper from FrenchWestIVaughan
- II. Meeting Minutes Approved for Dec. 3 2013
- III. New Business:
  - a. Room Occupancy Tax Collections

	<b>October</b>	<b>November</b>	<b>December</b>	<b>FYTD</b>	<b>CYTD</b>
<b>New Hanover</b>	11.34%	1.37 %	4.65%	4.84%	2.53%
<b>Kure Beach</b>	13.18 %	2.36%	23.43%	8.59%	5.97%
  - b. FY14-15 Strategic Planning Meeting
    1. Travis Conte presented the Kure Beach Marketing Brand Strategy. (See presentation deck)
    2. Tom Hickey presented target audience demographics for advertising. (See presentation deck); Feedback provided by MAC members that multigenerational audience is important and aligns with lodging options.
    3. Leah Knepper presented public relations strategy shift to include more advocacy support in social media. (See presentation deck). FWV to follow-up with Town on streetscape improvements.
    4. Members of town council were invited to attend April 22 meeting for an overview of marketing campaign.
- IV. Old Business
  - a. Liaison Update- Emilie Swearingen introduced herself to the Committee as the new council liaison.
- V. Comments/Next Meeting Date – April 22, 2014 25, 2014 \* FY14-15 Strategic Planning
  1. The date was shared with the committee of an open meeting of mayors and town councils of Carolina Beach, Kure Beach and Wrightsville Beach to discuss reallocation of ROT Marketing Funds and beach renourishment.
- VI. Meeting adjourned 1:20 p.m.