

**Minutes for Approval**  
**New Hanover County Tourism Development Authority**  
**Kure Beach Marketing Advisory Committee**  
**Town Hall**  
**117 Settlers Lane, Kure Beach, NC**  
**April 22, 2014**  
**11:30 a.m.**

- I. Call Meeting to Order- Committee Chair Nalepa called meeting to order at 11:38 a.m. In attendance were Christine Avery, Anne Brodsky, Sam Khatib, Jim Gabriel, Robin Nalepa, Kure Beach Town Council Liaison Emilie Swearingen. CVB: Shawn Braden, Kim Hufham, Ashley Murphy, Karla Thompson. Guests: Kure Beach Mayor Dean Lambeth; Paul Laird from Friends of Fort Fisher; Tom Hickey and Dickens Sanchez from Clean Design; Leah Knepper from FrenchWestIVaughan; Pete Demaio from Fuel Interactive
- II. Meeting Minutes approved for February 25, 2014.
- III. New Business:

- a. Room Occupancy Tax Collections

	<b>January</b>	<b>February</b>	<b>FYTD</b>	<b>CYTD</b>
<b>New Hanover</b>	-6.35%	5.29 %	4.3%	0.03%
<b>Kure Beach</b>	21.14 %	7.04%	8.64%	12.72%

- b. Fort Fisher Marketing-The Town of Kure Beach and Council Member Swearingen requested justification of including Fort Fisher in the Town’s marketing efforts. The TDA supplied a detailed rationale (see attached) to all committee members prior to the meeting. Swearingen expressed some council members’ concerns that Fort Fisher attractions are represented in Town marketing, while Town properties were not represented. Swearingen cited the Kure Beach website of the Wilmington and Beaches CVB website and print publications, including local magazines. Braden explained some areas cited as the Kure Beach website were the specific Wilmington and Beaches portal website as opposed to the Kure Beach website at [www.VisitKureBeachNC.com](http://www.VisitKureBeachNC.com). Braden explained advertising funding is used to draw visitors in from outside the Wilmington and Beaches area, so local advertising in print publications has not been included in past marketing plans.

Swearingen agreed that including more visual representation of Kure Beach scenery and properties would help ease council concerns. Adjustments to the

website will be made and more Kure Beach specific photography and video footage will be captured in the FY14-15 marketing plan budget.

Committee Member Avery expressed the need for further discussion.

- I. Old Business
  - a. FY14-15 Marketing Plan Meeting
    1. Tom Hickey presented brand overview, media recommendations and media budget for Kure Beach Marketing. (see attached presentation)
    2. Leah Knepper presented social media and public relations plan recommendations. (see attached presentation)
    3. Pete DeMaio presented website and mobile site enhancements. (see attached presentation)
- II. Comments/Next Meeting Date – May 27, 2014
  - a. Council Member Swearingen invited Paul Laird, executive director of Friends of Fort Fisher, to address the committee. Laird requested information on the process for assistance in marketing the 150<sup>th</sup> Anniversary event at the Fort Fisher Historic Site scheduled for January. Several supporting marketing and public relations efforts for the event are planned in the Overall FY14-15 Marketing Plan, including social media, enewsletters, pay per click, and online packages special offers if available will be promoted. Event is being cross promoted through Wilmington and Beaches marketing plan and WilmingtonCivilWar150.com microsite developed by the CVB. (see presentation deck).
- III. Adjournment-Meeting adjourned at 1:35 p.m.