

Minutes for Approval
New Hanover County Tourism Development Authority
Kure Beach Marketing Advisory Committee
Town Hall
117 Settlers Lane, Kure Beach, NC
May 27, 2014
11:30 a.m.

- I. Call Meeting to Order- Committee Chair Nalepa called meeting to order at 11:37 a.m. In attendance were Sam Khatib, Jim Gabriel, Robin Nalepa, Kure Beach Town Council Liaison Emilie Swearingen. Absent was Anne Brodsky and Christine Avery
 CVB: Shawn Braden and Ashley Murphy.
- II. Meeting Minutes approved for April 22, 2014.
- III. New Business:

- a. Room Occupancy Tax Collections

	March	FYTD	CYTD
New Hanover	1.22%	4.04 %	.57%
Kure Beach	17.18 %	8.84%	15.66%

- IV. Old Business
 - a. FY14-15 Marketing Recommendations and Budget
 - 1. Shawn Braden presented the proposed FY14-15 Kure Beach Marketing budget and placement recommendations. The total budget equals \$141,480, a 3.2% increase based on county funding allocation. (See attached presentation)
 - a. Per the Town’s request the budget and recommendations include: modification for alpha order of website listings for more visibility of Kure Beach tourism-related businesses and properties, video production and photo shoots specific to Kure Beach amenities including the Ocean Front Park and ensuring all Seafood, Blue and Jazz event references indicate the event occurs in Kure Beach. Emilie Swearingen will be sending the CVB a list of additional restaurants to add to the website listings.
 - b. Leveraging effectiveness of digital advertising and co-op opportunities allowed for 3% decrease in Advertising, Media and Services area.
 - c. Advertising campaigns continue to focus efforts during the fall and spring shoulder seasons with the majority of media dollars spent in September, October, March and April.
 - 2. Jim Gabriel made the motion to approve budget as presented. Sam Khatib seconded, motion passed unanimously.

- V. Comments/Next Meeting Date – June 24, 2014

- a. Council Member Swearingen shared information about FOCUS 2040 and marketing perspective of future economic development initiatives.
- b. Nalepa expressed an interest in giving up the role of recording secretary. Committee members interested in the role are asked to express their interest at the next meeting.

VI. Adjournment-Meeting adjourned at 12:20 p.m.