

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

**Tuesday, June 24, 2014
Town Hall
Settlers Lane, Kure Beach, NC**

- I. Call Meeting to Order-Committee Chair Nalepa called meeting to order at 11:43 a.m. In attendance were Anne Brodsky and Robin Nalepa. CVB: Shawn Braden and Ashley Murphy; Dickens Sanchez and Tom Hickey from Clean Design; Leah Knepper from FrenchWestVaughan. Absent were Sam Khatib, Jim Gabriel, Christine Avery, Kure Beach Town Council Liaison Emilie Swearingen.
- II. Approve Meeting Minutes: Minutes from May 27, 2014 could not be approved as a quorum was not met.
- III. New Business:

- a. Room Occupancy Tax Collections

	April	FY	CY
Kure Beach	38.6%	10.07%	28.15%
New Hanover County	15.37%	5.13%	5.94%

- IV. Old Business

- a. Secretary for Minutes-Nalepa requested Nicki from Town of Kure Beach if possible to take minutes at MAC meetings since she is now regularly attending meetings.
 - b. FY14-15 Marketing Budget-Nalepa shared the results of the budget presentation to Town Council on June 20. Council voted not to approve the marketing budget as approved by the MAC. Council voted for a 10% reduction in the budget to a total of \$121, 475. The 10% reduction currently cannot be used for any other purpose other than marketing.

Shawn Braden presented a revised budget based on the 10% reduction to the FY14-15 budget from advertising, media, social media, contingency funds, photos and video shoots to meet the council's approved budget figure. (See attached final budget)

Due to the absence of Council Member Swearingen at the MAC meeting, the committee would like to receive further clarification on comments

made by Town Council regarding future tourist/ visitation capacity levels at the August meeting.

c. FY13-14 Marketing Results Presentation

1. Tom Hickey presented media campaign results including 43, 240 total inquires with 84% generated from online placement. Both spending and inquiries were down in FY13-14. And overall Kure Beach web traffic was up 16.9% (see attached presentation).
2. Leah Knepper presented public relations results including an 11.5% increase in Facebook fans May to July and 7:1 return on investment for the public relations value for pitched stories and articles about Kure Beach and area (see attached presentation).

- I. Comments/Next Meeting Date – Nalepa thanked Kure Beach Marketing partners for their hard work, time and overall successful results. The next meeting is August 26, 2014.
- II. Adjournment-meeting adjourned at 12:35