

**Meeting Minutes**  
**New Hanover County Tourism Development Authority**  
**Kure Beach Marketing Advisory Committee Meeting**  
**Tuesday, August 26, 2014**  
**11:30 AM – 12:30 PM**  
**Town Hall**  
**117 Settlers Lane, Kure Beach, NC**

- I. Call Meeting to Order-Committee Chair Nalepa called meeting to order at 11:35 a.m. In attendance were Christine Avery, Anne Brodsky, Jim Gabriel, Sam Khatib, Robin Nalepa and Kure Beach Town Council Liaison Emilie Swearingen. CVB: Shawn Braden and Ashley Murphy; Dickens Sanchez and Scott Scaggs from Clean Design.
- II. Approve Meeting Minutes: Minutes from May 27, 2014 and June 24, 2014 were unanimously approved.
- III. New Business:
- IV. Room Occupancy Tax Collections
- |                    | June  | FY    | CY     |
|--------------------|-------|-------|--------|
| Kure Beach         | .96%  | 9.93% | 10.49% |
| New Hanover County | 8.42% | 6.95% | +9.59% |
- V. Old Business
- a. FY14-15 Advertising Creative Concepts-Clean Design representatives presented two new advertising concepts (see presentation). Committee members agreed the first concept (Wonder. Unrestrained.) was the strongest. Direction was given to employ a different view of the oceanfront park.
  - b. Secretary for Minutes-The town indicated it would not supply someone to take notes indicating it was a committee function. No committee members volunteered to take notes. Nalepa will continue in dual role of Chair and Secretary.
  - c. Clarification was sought from Council Liaison Emilie Swearingen on comments made by Town Council regarding future tourist/visitation capacity levels. Swearingen indicated the majority of Council supported the continued work of the MAC to bring tourists to Kure Beach and specifically during the shoulder seasons.
  - d. Committee discussed the awareness among Kure Beach businesses about the Fort Fisher Civil War Celebration in January.
- VI. Comments/Next Meeting Date – Next meeting is October 28, 2014.
1. The Aquarium’s Butterfly Bungalow remains open only through September.
  2. The CVB’s Industry Partners Marketing presentation is Sept. 17 at 9 a.m. at the New Hanover County Government Center.
- VII. Adjournment-meeting adjourned at 12:12 p.m.