

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

Tuesday, October 28, 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 11:33 a.m. In attendance were Anne Brodsky, Jim Gabriel, Sam Khatib, Robin Nalepa and Kure Beach Town Council Liaison Emilie Swearingen. CVB: Shawn Braden and Ashley Murphy.
- II. Meeting Minutes approved from August 26, 2014
- III. New Business:
 - a. Room Occupancy Tax Collections

	July	Aug	FY	CY
Kure Beach	13.3%	10.76%	12.17%	11.49%
New Hanover County	6.63%	20.8%	13.2%	11.19%
 - b. FY13-14 Rollovers-Tom Hickey from Clean Design presented rollover ideas to committee via video conference. See attached presentation. Shawn Braden asked committee members if they had ideas for potential rollover funds to send ideas to Nalepa. The TDA will be voting on rollover funds at their October meeting. The KB MAC committee will vote on final rollover recommendations to KB Town Council at the December meeting.
- IV. Old Business
 - a. Revised Ad Creative-Revised creative presented with Ocean Front Park swings. Committee approved of the image.
 - b. Marketing Plan Updates-Social Moments and official application have launched. Changes to website responsive to mobile use.
- V. Comments/Next Meeting Date – Committee voted and approved to move *November 25, 2014 meeting to December 2 due to November date falling during Thanksgiving week.
- VI. Adjournment-12:16 p.m.