

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

**Tuesday, December 9, 2014**  
**1:00 PM – 2:00 PM**

**Town Hall**  
**117 Settlers Lane, Kure Beach, NC**

- I. Call Meeting to Order- Committee Chair Nalepa called meeting to order at 1:03 p.m. In attendance were Sam Khatib, Robin Nalepa and Kure Beach Town Council Liaison Emilie Swearingen. A quorum was not met. CVB: Shawn Braden and Ashley Murphy. Guests: Tom Hickey and Eleanor Talley from Clean Design; Leah Knepper and Claire Simmons from FrenchWestVaughan
- I. Approve Meeting Minutes: October 28, 2014-unable to vote without quorum
- II. New Business:
  - a. Room Occupancy Tax Collections-Shawn Braden presented ROT

	September	FY	CY
KB	12.64%	12.23%	11.59%
NHC	4.89%	11.56%	10.56%
- III. Old Business
  - a. Revised Rollover Recommendations-Tom Hickey presented (see presentation). No vote could be taken.
  - b. FY14-15 Fall Marketing Campaign Results-Eleanor Talley and Hickey presented marketing results. Braden presented webpage results. Leah Knepper presented social media and public relations results. Overall results were successful, yielding in some cases double digit returns on investment. Online and digital continue to be most effective. (See results.)
- IV. Comments-Braden inquired of Council Liaison Swearingen about phone/consensus for rollover recommendations as Town Council is scheduled to vote on recommendation budget at Dec. 16 meeting. Braden will coordinate a conference call to share presentation.
- V. Next Meeting Date – January 27, 2015
- VI. Adjournment