

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

Tuesday, March 3, 2015

11:30 AM – 1:00 PM

Town Hall

117 Settlers Lane, Kure Beach, NC

I. Call Meeting to Order- Committee Chair Nalepa called meeting to order at 11:30 a.m. In attendance were Christine Avery, Jim Gabriel, Sam Khatib and Robin Nalepa. CVB: Shawn Braden and Ashley Murphy; Travis Conte and Tom Hickey from Clean Design; Leah Knepper from FrenchWestIVaughan. Absent were Anne Brodsky and Kure Beach Town Council Liaison Emilie Swearingen.

I. Approve Meeting Minutes: January 28, 2015 –Approved minutes

II. New Business:

a. Room Occupancy Tax Collections

	Dec	FY	CY
Kure Beach	8.19%	12.41%	11.76%
New Hanover County	17.5%	11.9%	10.9%

b. FY15-16 Strategic Planning-Braden facilitated discussion of FY15-16 strategic planning. Representatives from Clean Design and FrenchWestIVaughn presented ideas and possible directions for advertising, public relations and social media (see presentation).

III. Old Business

a. None

IV. Comments/Next Meeting Date – April 28, 2015

V. Adjournment: meeting adjourned at 12:52 p.m.