

**Minutes for Approval**  
**New Hanover County Tourism Development Authority**  
**Kure Beach Marketing Advisory Committee**  
**Town Hall**  
**117 Settlers Lane, Kure Beach, NC**  
**Tuesday, April 28, 2015**  
**11:30 AM – 1:00 PM**

- I. Call Meeting to Order- Committee Chair Nalepa called meeting to order at 11:30 a.m. In attendance were Christine Avery, Anne Brodsky, Jim Gabriel, Robin Nalepa, Kure Beach Town Council Liaison Emilie Swearingen. CVB: Shawn Braden, Guests: Eleanor Talley and Steve Kelly from Clean Design; Leah Knepper from FrenchWestVaughan; Pete Dimaio from Fuel Interactive
  - I. Approve Meeting Minutes: approved for February 24, 2015
  - II. New Business:
    - a. Room Occupancy Tax Collections
 

	<b>February</b>	<b>FYTD</b>	<b>CYTD</b>
<b>New Hanover Co</b>	3.41%	11.8 %	10.97%
<b>Kure Beach</b>	43.06 %	12.92 %	51.06%
    - a. FY15-16 Strategic Planning: Technology, Media & PR Recommendations for FY15-16 Marketing Plan
      - 1. Talley and Kelly presented brand overview, media budget recommendations. (see attached presentation)
      - 2. Leah Knepper presented social media and public relations plan recommendations. (see attached presentation)
      - 3. Pete DiMaio presented website and mobile site enhancements. (see attached presentation)
    - b.
  - III. Old Business
    - a. None
  - IV. Comments/Next Meeting Date – Inquiry made with Council Member Swearingen regarding committee members not in attendance at the next meeting voting by proxy on the recommended budget. Swearingen indicated this would be feasible. Next meeting is May 26, 2015.
  - V. Adjournment-12:45 p.m.