

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

**Tuesday, March 22, 2016
11:30 AM – 1:00 PM**

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

- I. Call Meeting to Order- Excused absence of Committee Chair Robin Nalepa and Christine Avery. Shawn called meeting to order at 11:30 a.m. in Robin's absence. In attendance were Anne Brodsky, Jim Gabriel, Debbie Elliott and Mayor Emilie Swearingen. CVB: Shawn Braden
- II. Approve Meeting Minutes. Anne motion to approve, Jim second.
- III. New Business:
 - a. Room Occupancy Tax Collections

	Jan	FY	CY
KB	69.7%	14.34%	69.7%
NHC	17.75%	4.30%	17.75%
- IV. Old Business: FY16-17 Strategic Planning continued (see attached presentation). Clean Design presented additional information on how the cooperative ad campaign would work from a budgeting perspective if approved. It was recommended to present to the KB Town Council on March 10 and Debbie Elliott would present.
- V. Comments/Next Meeting Date – 11:30 a.m. April 26, 2016
- VI. Adjournment at 1:15 p.m.