

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

Tuesday, April 26, 2016

11:30 AM – 1:00 PM

Town Hall

117 Settlers Lane, Kure Beach, NC

- I. Call Meeting to Order- Robin Nalepa called meeting to order at 11:31. In attendance were Anne Brodsky, Jim Gabriel, Debbie Elliott, and Mayor Emilie Swearingen; CVB: Shawn Braden; Clean Design: Steve Kelly and Eleanor Talley; FrenchWestIVaughan: Leah Knepper. Absent: Committee Member Christine Avery.
- II. Approve Meeting Minutes March 22, 2016 approved
- III. New Business:
 - a. Room Occupancy Tax Collections

	Feb	FY	CY
KB	17.68%	14.37%	41.78%
NHC	20.20%	5.21%	19.07%
- IV. Old Business: FY16-17 Paid and earned media recommendations
 1. No consensus from beach towns to pursue the previously presented co-op advertising recommendations
 2. Agencies presented recommendations (See attached presentation). Focus primarily on spring and fall with emphasis on digital. Some print directed in fall to target visitors traveling without children (couples, empty nesters, retirees, anglers).
- V. Comments/Next Meeting Date – 11:30 a.m. May 24, 2016
- VI. Adjournment at 12:10 p.m.