

**NEW HANOVER COUNTY TOURISM DEVELOPMENT AUTHORITY  
KURE BEACH MARKETING ADVISORY COMMITTEE MEETING MINUTES**

**Thursday, May 11, 2017**

**11:30 a.m. – 1:00 p.m.**

**Kure Beach Town Hall, 117 Settlers Lane, Kure Beach, NC 28449**

I. Meeting called to order at 11:30 a.m.

II. In Attendance:

- Anne Brodsky
- Christine Avery
- Robin Nalepa
- Debbie Elliott
- Craig Bloszinsky
- Shawn Braden, CVB

III. Approve Meeting Minutes – Anne Brodsky made motion to approve the March 28, 2017 minutes as is. Christine Avery seconded. Minutes approved.

IV. New Business

- Room Occupancy Tax Collection

	February	FY to date
KB	+76.52%	7.1%
NHC	+9.19%	11.38%

Craig Bloszinsky discussed how Town of KB went from 98 homes on its rental list to 302 and efforts ongoing to identify VRBOs to ensure ROTs are being collected.

- Wells Fargo Championship
  - Media coverage was excellent
  - 90% occupancy in most properties
  - restaurant and retail business off a bit
- National Tourism Day Celebration
  - Breakfast hosted on Friday, May 12 at Convention Center for all travel partners
  - Featured speaker at breakfast is former Disney employee

V. Old Business

- FY 17-18 Media, PR and Social Media Budgets
  - Shawn Braden presented the budget in detail (see attached)
  - Anne Brodsky moved to send budget to Town Council as is for approval at its 5/16 meeting. Robin Nalepa seconded and committee approved.
  - Robin Nalepa to present budget to Council on 5/16.

VI. Next meeting date is Tuesday, June 27, 2017

VII. Meeting Adjourned at 12:15 p.m.