

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

Tuesday, September 26, 2017

11:30 a.m.

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

I. Meeting called to order at 11:35 a.m.

II. In Attendance:

- Christine Avery
- Anne Brodsky
- Robin Nalepa
- Debbie Elliott
- Mayor Emilie Swearingen
- Shawn Braden, CVB

III. Approve Meeting Minutes – Anne Brodsky made motion to approve the June 27, 2017 minutes as is. Christine Avery seconded. Minutes approved.

IV. New Business

- Room Occupancy Tax Collection -- In 2016/2017 fiscal year, New Hanover Country had record growth in ROT, up 13% to prior fiscal year. Kure Beach ended the year strong, with ROT up 10% in June and up 10.12% for the fiscal year.

	July	FY to date
KB	+7.69%%	--
NHC	+2.606%	--

- Shawn Braden discussed results of a national traveler study by MMGY in April 2017 that indicated there is a softening in travel intentions for three primary reasons:
 1. Affordability
 2. Perceived safety
 3. Inconvenience, particularly with air travel
 - Travel peaked after recession and now numbers are beginning to soften. As we look to FY 2018/19, may want to think making sure summer months remain strong to protect our base.
 - Perception that Florida and Caribbean are out of play as destinations due to hurricane impacts could bring more travelers to New Hanover County
 - Raleigh population still growing significantly and these newcomers will discover NHC
- Discussed negative impact of VRBO on lodging business and customer service/customer contact. Shawn Braden said she would check with Kim to see if lobbying organizations such as the NC Restaurant and Lodging Association address these issues on our behalf. This topic will be discussed at the Quarterly GM Roundtable meeting at the CVB – next is week of 10/16.
- Clean Design presented creative for Spring campaign
 - 3 new ads with new images and headlines
 - Creative was well received by the committee

V. Old Business

- CVB signed contract week of 9/18/17 with Longwood International to conduct a visitor volume study for New Hanover County.
- Town administration and police dept is moving to Ft. Fisher Recreation Area in October for approximately 18 months while new Town Hall is being built.
- The Aquarium is hosting its Trick or Treat Under the Sea on October 26-28. Tickets available only in advance this year – no tickets sold at the door.
- The “End of the Summer Funeral March” is on Friday, October 6 at the Kure Beach Oceanfront Park
- The Kite Festival is the first weekend in November.

VI. Robin Nalepa made a motion to skip October meeting due to the lack of business to discuss and suggested we meet next in November. Anne Brodsky seconded and motion approved. The next meeting is Tuesday, November 28 at 11:30 a.m. Location TBD.

VII. Meeting Adjourned at 12:30 p.m.