

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

Tuesday, July 24, 2018

11:30 a.m.

Kure Beach Community Center, 118 N 3rd Street, Kure Beach, NC 28449

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

II. In Attendance:

- Anne Brodsky
- Robin Nalepa
- Debbie Elliott
- Amanda Stiles
- John Ellen, Commissioner, TOKB
- Shawn Braden, CVB
- Nikki Keely, TOKB

III. Approve Meeting Minutes – Anne Brodsky made motion to approve the April 17, 2018 minutes as is. Robin Nalepa seconded. Minutes approved.

IV. New Business

- Room Occupancy Tax Collection

	April	May	FY to date
KB	+6.29%%	+2.46%	+8.16%
NHC	+2.17%	+0.63%	+2.69%

- Clean Design presented campaign results from July 2017 through June 2018 (see attached)
 - The marketing spend for FY17/18 was down about \$30,000, as rollover dollars were not as significant as prior year.
 - Cost Per Inquiry in FY 16/17 was \$1.47; CPI in FY 17/18 was \$1.28
 - E-specials -- CVB pushes out to people who opt-in. These are one of the campaign's best-performing assets because they represent loyal fans.
 - Influencer campaign on iExplore yielded good results and this aspect of marketing becoming more important.
- French West Vaughn presented results of PR and Social Media Campaigns (see attached)

V. Old Business

- Jim Gabriel has resigned from the Marketing Committee. The committee voted to move Amanda Stiles from an alternate to a permanent member of the committee. This must be approved by Town Council.
- Committee discussed other potential members.

VI. Meeting Adjourned at 12:40 p.m.