

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

Tuesday, January 22, 2019

11:30 a.m.

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

I. Meeting called to order at 11:32 a.m.

II. In Attendance:

- Robin Nalepa
- Anne Brodsky
- Debbie Elliott
- Kure Beach Commissioner John Ellen
- Shawn Braden, CVB
- Nina Pelon, CVB
- Emory Rakestraw, CVB
- Nikki Keely, TOKB

III. New Business

- Welcome to Daniel Lockwood, new member of the KB Marketing Committee. Town Council approved his application at the January 28 meeting.

- Room Occupancy Tax Collection

	October	November	FY to date	CY to date
KB	+16.30%	+10.19%	+3.74%	6.86%
NHC	+46.55%	+50.6%	+16.3%	10.3%

- Shawn Braden said December figures will be very telling and will be reported at March meeting.
- CVB is conducting survey of destinations to see how Spring booking is shaping up.
- Clean Design and French West Vaughan presented Strategic Tourism Master Plan (attached) and hosted brainstorming session to get their insights on how to align Kure Beach priorities with the master plan initiatives.

IV. Old Business

- Committee now has 5 members with addition of Daniel Lockwood.
- Next meeting will take place on Tuesday, March 26 at 11:30 a.m. where we will be reviewing proposed FY19-20 Media, PR and Social Media Recommendations. PLEASE NOTE: This meeting will take place at the new/old Kure Beach Town Hall location at 117 Settlers Land in Kure Beach.

V. Meeting Adjourned at 1:00 p.m.