

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

**Tuesday, March 26, 2019**

**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:

- Robin Nalepa
- Christine Avery
- Dan Lockwood
- Debbie Elliott
- Kure Beach Commissioner John Ellen
- Shawn Braden, CVB
- Nikki Keely, TOKB

III. Approved Meeting Minutes from January 22, 2019.

IV. New Business

- Room Occupancy Tax Collection

	December	January	FY to date	CY to date
KB	+7.6%	+74.0%	+5.0%	+6.86%
NHC	+52.0%	+62.5%	+21.0%	+10.3%

- Clean Design and French West Vaughan presented FY 19-20 Marketing Plan Recommendations (attached).
- Plan recommends targeting northern out-of-state markets in the fall. Historically only targeted this group in the spring.
- Discussed the possibility of creating new logos for the beach towns. Will discuss further at next meeting.
- Also discussed cooperative marketing with Carolina Beach to stretch dollars further.

V. Old Business

- Committee needs an alternate member. Town advertised for volunteers recently.
- Next meeting will take place on Tuesday, April 30 at 11:30 a.m. at Kure Beach Town Hall location at 117 Settlers Land in Kure Beach.
- Town is hosting a dedication ceremony for the new Town Hall on Saturday, May 11 at 10:00 a.m. Public is invited to attend.

VI. Meeting Adjourned at 1:15 p.m.