

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

**Tuesday, April 30, 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
- Shawn Braden, CVB
- Nikki Keely, TOKB

III. Approved Meeting Minutes from March 26, 2019.

IV. New Business

- Room Occupancy Tax Collection

|     | February | FY to date |
|-----|----------|------------|
| KB  | +117%    | +7.6%      |
| NHC | +48.0%   | +27.2%     |

- New tracking is now in place for New Hanover County that includes VRBOs, etc, which accounts for increases to some degree. More properties are now in compliance.
- Shawn Braden presented budget for FY 2019/2020 (see attached).
- 11.7% increase in budget from NHC for FY 19/20.
- Debbie Elliott to present budget to Town Council on Monday, May 20.
- Discussed updating tagline in FY19/20, which is currently "North Carolina's Small Wonder."

V. Old Business

- Committee needs an alternate member. Town advertised for volunteers recently.
- Next meeting will take place on Tuesday, August 27 at 11:30 a.m. at Kure Beach Town Hall at 117 Settlers Land in Kure Beach.

VI. Meeting Adjourned at 12:25 p.m.