

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

Tuesday, October 22, 2019

11:30 a.m.

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

I. Meeting called to order at 11:36 a.m.

II. In Attendance:

- Anne Brodsky
- Ann Gibson
- Robin Nalepa
- Stefanie O'Connor
- John Ellen, KB Town Council
- Shawn Braden, CVB
- Kim Hufham, CVB
- Amanda Marinelli, Clean
- Jessica Herrschaft, Clean
- Jon Parker, Clean

III. Approved Meeting Minutes from April and August 2019.

IV. New Business

- Room Occupancy Tax Collection

	July	August	FY to date
KB	-4.37%	+15.2%	11.3%
NHC	+5.2%	+11.9%	16.7%

- Clean presented new special interest creative
- Shawn Braden and Kim Hufham will present mini Strategic Destination Plan at Carolina Beach Town Hall, 5:30 p.m., Wednesday, Nov. 20. Anyone who wasn't able to attend the original presentation On Sept. 17 is welcome to attend.
- Clean presented four concepts for Kure Beach logo refresh, as requested by committee (specifically used in destination marketing).
- The New Hanover County School Board will be voting on Nov. 5 about changes to the school start calendar, specifically moving the start date to earlier in August. A change in the start date will impact the destination. The CVB has been working to garner support from the industry and local partners such as the Pleasure Island Chamber and requesting they reach out directly to the NHC Board of Education.
- New member orientation for Ann Gibson and Steph O'Conner.

V. Old Business

- Next meeting will take place on Tuesday, January 28 at 11:30 a.m. at Kure Beach Town Hall at 117 Settlers Land in Kure Beach.

VI. Meeting Adjourned at 12:39 p.m.