

**KURE BEACH MARKETING ADVISORY COMMITTEE
MEETING MINUTES**

OCTOBER 26, 2021

TIME 11:30 a.m.

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

Attendance:

Present: Ann Gibson, Christine Avery, Lisa Ashworth, Mark Dirks, Steve Stefanovich, John Ellen

Absent: Sarah Herzog, Nikki Keely

Call to Order: Chairperson Ann Gibson

Meeting called to order at 11:30 a.m.

Approval of Meeting Minutes: Minutes of Aug 24, 2021

Motion to approve by Steve Stefanovich, second by Mark Dirks: Motion passed

Introductions: Each of the members present gave a short background of their life and involvement in their respective business and Pleasure Island activities.

Old Business: None discussed

New Business:

- I. Town Council priorities of tourism and marketing:** John Ellen discussed the ideas of family friendly, welcoming attitude, beauty and appeal, and quality of life. He also agreed to provide a link to the recent Town Survey so that members could see more details of what citizens wanted. The results of the survey and a new Kure Beach Land Use Plan will not be available until Spring 2022. There will be a 2nd public meeting on this topic in February 2022.

Discussion included need to confirm committee mission.

- II. Prioritization of tourism and marketing topics:**

Asset Inventory: Assets include restaurants, motels, parks, aquarium, Fort Fisher, beach, various services, pier, and historical district. We need to create a formal list with specificity and keep it current.

Product development: This is an area that need start-up.

Visitor services: Overview of topic with no discussion.

Events: (KB, CB, FF, Chamber): Need to develop a comprehensive list by date; keep it current and post on social media and town websites.

Seasonality – Local business hours and products: Discussion of technology solutions, customer care programs, what do residents want, what do businesses want, what do leaders want, what do visitors want.

Budget: Discussed room occupancy tax and how it is used

III. Potential Joint Meeting of KB and CB Marketing Committees: Members agreed that a joint meeting was a good idea. Chair was directed to reach out to Chamber and CB MAC chair.

Meeting Adjourned at 1:30 p.m.

Next Meeting: November 23, 2021, 11:30 a.m.