

KURE BEACH MARKETING ADVISORY COMMITTEE

MEETING MINUTES

FEBRUARY 22, 2022 TIME 11:30 a.m.

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

Present: Ann Gibson*, Steve Stefanovich*, Christine Avery, Mark Dirks (*remote)

Absent: None

Call to Order: Chairperson Ann Gibson

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

I. Approval of Meeting Minutes. Approved.

II. KB MAC applicant interviews, selection for recommendation to Council.

11:30 am Bryan Parker

11:45 am Bill Mahon

12 pm Pam Hicks

12:15 pm Robert Ashworth

12:30 pm Dey Rossell

The committee interviewed 5 terrific candidates for the 3 open positions. Following the interviews, the committee talked at great length about each candidate and ultimately agreed to a motion by Christine Avery, and seconded by Mark Dirks, to approve adding Bill Mahon, Pam Hicks and Dey Rossell to the KB MAC. The committee approved the motion but acknowledged that all 5 would bring value.

Ann Gibson will provide these recommendations to the Council for final approval.

III. Asset Inventory-Update.

Mark Dirks reported that 13 surveys were completed by KB business partners in order to provide feedback to the CVB to help guide their 2022-23 marketing strategy. The details were accumulated and forwarded to Ann Gibson who provided the information the CVB as promised.

The effort required cleaning up the Partner List, which several committee members contributed to and a quick turnaround in getting survey created, reviewed, tested and distributed.

IV. Other Business

Mark Dirks shared information about discussions he had with the Island Arts Council, recommending that representatives attend a future meeting to share more about what they do and their vision. The committee agreed and they have been invited to the next meeting.

No progress has been made with scheduling a joint meeting between the KB and CB MACs, but still working to make this happen.

Next Meetings:

- Mar 22, 11:30 a.m. (hopefully with new members)
- Mar 29, 11:30 a.m. (w/ CVB)

Meeting was adjourned at 1:25 p.m.