

# **KURE BEACH MARKETING ADVISORY COMMITTEE**

## **MEETING MINUTES**

**MARCH 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, Bill Mahon, Dey Rossell, Nikki Keely (\*remote)

**Absent:** Pam Hicks, John Ellen

**Call to Order:** Chairperson Ann Gibson called meeting to order at 11:30 a.m.

**I. Approval of Meeting Minutes.** Motion to approve by Christine, seconded by Steve. Approved.

### **II. KB MAC Member/New Member Introductions.**

With the Town Council's approval to the committee's request to expand to 7 members and the recommended new members (Bill M, Dey R, Pam H), the first part of the meeting was for introductions. Ann provided overview of KB MAC, pointing out that the KB MAC essentially represents the town to the CVB with a primary focus on overseeing how tourism is being marketed, along with the associated budget. In addition, she noted that the current committee has the following priorities: establishing a connection with the CB MAC and the CVB, developing an asset inventory and establishing goals & associated KPIs to assess progress. The new and current committee members then spent some time introducing themselves. And lastly, Ann reminded everyone about the generally accepted rule that members who miss 3 meetings in a row will likely be requested to relinquish their space.

### **III. 75<sup>th</sup> Anniversary Events/Event Promotion (Nikki Keely)**

Nikki provided overview of events for 75<sup>th</sup> anniversary, including flyers and cards. Kicked around ways that KB MAC can assist the town. Nikki would like some help with reviewing some items... esp the press release. The Town needs volunteers to help with many of the events being planned. This led to additional discussion within the committee regarding how it could assist with other events and kicked around the idea of focusing on a set number of events in order to maximize return on time and budget, even possibly partnering/strategizing with CB accordingly. Just discussion at this point, with some examples such as the FF Festival and Kite Festival.

### **IV. Arts Island Council (Chris Higgins and Carey Jones).**

Chris is President of Island Arts Council and provided an overview of the IAC to the Committee, not only to provide information, but to encourage working together on some future opportunities if/when the time is right. In their 10<sup>th</sup> Year, their original mission was to bring people to our "family-friendly" island. This mission has changed to promote arts and culture, and ultimately, make Pleasure Island a destination point for the arts. They support artists and organization by providing their infrastructure to them, such as their 501c3, seed capital, mentoring (e.g. Carolina Murals project). Upcoming projects: Carolina Arts Festival at the Lake (May 7), "Art in the Yard" (Sep 24). The KB MAC had a high level conversation about ways to incorporate the IAC into its goal of increasing visitors in the shoulder and off seasons – thinking History / Beach / Arts.

### **V. Asset Inventory.**

Mark reported that not much progress has been made yet with respect to meeting with local businesses to learn more to help drive the KB MACs recommendations in how to make KB be a year-round destination. The

committee discussed some alternatives to help move this forward, as well as several marketing approaches (web, apps, physical visitor center, print media, etc.). ACTION ITEM: Mark will write letter to business partners and send out survey results to committee members.

#### **VI. Bike/Ped Committee.**

Ann provided an update on progress being made by the Bike/Ped Committee, which the KB MAC considers as a marketing asset.

#### **VII. CB/KB MAC Joint Meeting.**

Ann reported that she was able to schedule this meeting for 4/26 at 4:30pm.

#### **VIII. Elections – Vice Chair, Secretary, Back-up Secretary.**

Discussions, nominations and approvals took place that led to the following results: Chair – Ann; Vice Chair – Mark; Secretary – Mark; Alt Secretary – Steve

#### **IX. Other Business**

Next Meetings:

- Mar 29, CVB FY22-23 Recommendations
- Apr 19, 11:30 a.m. Special working meeting
- Apr 26, 4:30pm with CB MAC

Meeting was adjourned at 1:25 p.m.