

KURE BEACH MARKETING ADVISORY COMMITTEE

MEETING MINUTES

May 10, 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*, Pam Hicks*, John Ellen*, Nikki Keely*, Shawn Braden*, Kim Hufham* (*Remote)

Absent: None

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

I. Approval of Meeting Minutes

Postponed until next meeting.

II. CVB Presentation of FY22-23 Budget Draft.

- Ms. Hufham provided budget overview regarding revenue. Proceeding with caution as we don't know what to expect post-COVID.
- Ms. Braden reviewed the FY22-23 Budget Draft with the KB MAC. Noteworthy...
 - Seeking/exploring content partnership with locals for KB.
 - Skipping press trips (for short term)
 - Social media/strategy/content calendar/postings are monitored/handled by CVB staff.
 - Social media videos are getting expensive. Beaches benefit due to efficiencies gained by filming at same time with same crew.
 - Images/Video have some increases due to production fees.
 - Contingency funds are held for promotions, research projects, short term media opportunities, crisis management (in addition to the 25% already being held by town). Previous year's contingency funds rolled over to 2022-23.
- Mr. Dirks asked about KB MAC's involvement with respect to coordinating ideas w/ CVB, especially as marketing has a much quicker cadence. Ms. Braden noted that the CVB is the customer to the agencies, representing Wilmington and the 3 beaches.
- Great Q&A throughout the meeting where the CVB explained rationale behind marketing strategy and budget planning.
- CVB will go back and work to finalize the budget so that the KB MAC can present it to the KB Town Council for approval.

VII. Other Business & Next Meetings

- Joint KB/CB MAC Meeting, CB Town Hall – Postponed to a later date TBD.
- May 17 KB Community Center – KB MAC Regular Meeting
- May 23 Town Council Meeting, KB Town Hall – KB MAC/CVB budget recommendation for approval.

Meeting was adjourned at 1:00pm