

KURE BEACH MARKETING ADVISORY COMMITTEE
MEETING MINUTES
June 28, 2022 TIME 11:30 a.m.
Kure Beach Town Hall, 117 Settlers Lane, Kure Beach, NC 28449

Present: Steve Stefanovich, Christine Avery*, Mark Dirks, Bill Mahon, Dey Rossell, Pam Hicks, John Ellen (*Remote)
Absent: None

- I. Call to Order:** Vice Chair, Mark Dirks, called the meeting to order at 11:30am.
- II. Approval of Meeting Minutes:** Motion (B Mahon) /Approval of minutes from previous meeting.
- III. Elect New Chairperson (to replace Ann Gibson)**
- a. Mark Dirks elected Chair; Pam Hicks, Vice chair. Mark will continue to provide secretary duties (for short term).
- IV. Filling KBMAC Vacancy**
- a. With Ann Gibson’s resignation, the committee now has 6 members and is seeking to add a new committee member.
 - b. Discussed contacting finalist candidates who previously applied plus new applicants, recognizing that there were several very good candidates. Decided not to include former candidates as they may have chosen not to re-apply, plus the committee didn’t want to ask them to interview, and potentially not select them again.
 - c. The committee will only contact former candidates if unable to identify a good candidate from the current applicant pool.
 - d. Mark will distribute applications to committee members with the intent to conduct interviews at the next meeting on 8/16.
- V. Resetting Committee Goals / Tasks**
- a. Discussion about KB Budget that is being managed by CVB. It’s fixed by law and CVB has authority to choose agencies to provide marketing and the strategy, with the KB MAC available providing feedback.
 - b. Discussion about planned/ongoing marketing being performed by the CVB versus the idea of “project-based” marketing performed, or driven, by the KB MAC – such as...
 - i. Review KB Marketing Website (<https://kure-beach.wilmingtonandbeaches.com/>) for accuracy, providing recommendations to CVB.
 - ii. Review KB Town Website (<https://www.townofkurebeach.org/>) for consistency w/ Marketing website, providing feedback/recommendations to Town of KB and/or CVB, accordingly.
 - iii. Review & inventory KB-related social media channels.
 - iv. Build relationship and w/ CB MAC to identify/foster potential jointly beneficial marketing projects. **Action Item:** Continue to reach out to setup in-person meeting between the two MACs.
 - v. Assist with content (visual, language) related to local signage (public accesses, websites, flyers, etc.) to optimize marketing impact, and protect brand.
 - vi. Explore/Identify other ways to help market local partners (which drove discussion around visitor centers, special websites, social media, etc.) – for KB primarily, but possibly in partnership with CB.
 - vii. **Action Item:** Discuss with, and obtain guidance from, the KB Town Council, with respect to accountability for results and distribution of marketing work.
 - c. Discussion about partnering more closely with the CVB to establish key performance indicators, more frequent reporting and ability to adjust marketing plan based on results. **Action Item:** Discuss further with CVB.
- VI. Other Business & Next Meetings**
- a. Aug 16: KB MAC Regular Meeting
 - b. Aug 23: KB MAC / CVB – FY21-22 Results
 - c. Sep 13: FY22-23 CVB Wilmington & Beaches Program of Work Presentation (@Wilmington Convention Center)
 - d. Sep 27: KB MAC Regular Meeting (Tentative)
 - e. Joint KB/CB MAC Regular – Postponed to a later date TBD.
- VII. Adjourn:** Meeting was adjourned at 1:00pm