

KURE BEACH MARKETING ADVISORY COMMITTEE
MEETING MINUTES
December 6, 2022 TIME 11:30 a.m.
Kure Beach Town Hall, 117 Settlers Lane, Kure Beach, NC 28449

Present: Christine Avery, Mark Dirks, Pam Hicks, Tim Markley, Dey Rossell, Bill Mahon, Steve Stefanovich

Remote: None

Absent: John Ellen

I. **Call to Order:** Chair, Mark Dirks, called the meeting to order at 11:30am.

II. **Approval of Meeting Minutes:** Minutes were approved from previous meeting.

III. **Finalize KB Marketing ReDirection Plan**

The committee reviewed, and agreed on, the final version of the modified mission of the KB MAC (created by Mr. Markley) to present to the Town Council at the December meeting. The changes will give the KB MAC additional advisory responsibility over town-related marketing matters.

Mr. Dirks reviewed the proposed 6 areas of product development (marketing assets), the committee member assignments (based on volunteering from previous meeting) and the suggested recommendations on how to approach each area. The committee discussed the plan and agreed that assigned members would develop ideas and provide a report at each meeting on ways to create, upgrade and/or enhance marketing assets within their respective area. Each committee member will have 10-15 minutes to report back to the KB MAC team to obtain input.

The committee agreed to have a special working session on Jan 12 in advance of the strategic planning meeting with the CVB.

IV. **Discuss Distribution of Oversight of CVB Marketing Channels**

The committee did not have time to cover this agenda item; therefore, it was tabled for a future meeting.

V. **Action Items**

- A. Build relationship with CB MAC. (M.Dirks)
- B. KB MAC members tour Aquarium.

VI. **Other Business & Next Meetings**

- A. Jan 12: KB MAC Special Working Session (10a-Noon)
- B. Jan 24: KB Strategic Planning Meeting w CVB (11a-1pm)
- C. Feb 28: KB MAC Regular Meeting (11:30a – 1pm)

VII. **Adjourn:** Meeting was adjourned at 1:00pm