

KURE BEACH MARKETING ADVISORY COMMITTEE
MEETING MINUTES
October 25, 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, John Ellen

Remote: Bill Mahon

Absent: None

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. **Discuss & Review Revised Mission / Role of MAC**

The committee reviewed an initial draft revision to the KB MAC Mission / Role, presented by Mr. Markley. The revisions focus on language to extend its responsibility with respect to strategic planning (directional only) and in defining KB's "product", in terms of "what" to market. The committee agreed on additional modifications toward a final version to ultimately present to the Town Council for approval.

IV. **Define Marketing Areas & Responsibilities**

Mr. Dirks presented recommendations on how to breakdown the KB MAC's responsibilities into 2 main areas, with specific committee members leading various components of each:

- A. KB Strategy: In order to better inform the CVB next year with what the town desires to market for tourism, the committee would address 3 areas: brand strategy, visitor/tourism strategy (marketing, communication, experience/measurement), and partner strategy (organization partners, service partners).
- B. KB Products/Attractions: The goal is to carefully craft our "product" to grow the KB destination and brand by identifying 6 areas and assigning members to lead ideas and development of each: History, Arts, Environment, Outdoors/Exercise, Food/Lodging, Events.

The committee discussed the approach and members agreed to lead various areas, but the group will wait until the next meeting to finalize assignments.

V. **Action Items**

- A. Finalize marketing area assignments at next meeting.
- B. Build relationship with CB MAC. (M.Dirks)
- C. KB MAC members tour Aquarium.

VI. **Other Business & Next Meetings**

- A. Mr. Ellen reminded the committee that the Town's budget retreat will take place in early 2023 and encouraged members to attend, especially to understand the budgeting process, particularly if additional funding may be requested for specific projects.
- B. Nov 21: KB MAC Regular Meeting
- C. Dec TBD: KB MAC Regular Meeting

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