

**KURE BEACH MARKETING ADVISORY COMMITTEE**  
**MINUTES from 28Feb Meeting**  
**Kure Beach Town Hall, 117 Settlers Lane, Kure Beach, NC 28449**

**Present:** Christine Avery, Mark Dirks, Tim Markley, Bill Mahon, Nikki Keely (quorum established)

**Remote:** Dey Rossell

**Absent:** John Ellen, Steve Stefanovich, Pam Hicks

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

II. **Approval of Meeting Minutes:**

Christine motioned to approve minutes from 24Jan and 8Feb meetings; Time seconded. Approved.

III. **Recap of Presentation at Town Budget Retreat**

Mark read through the presentation he gave to the Town Council during it Feb budget retreat meeting to make the committee aware of points that were made regarding the growth of ROT funds, the opportunity to re-focus the marketing of KB (and budget) such that it serves both tourism and the local community, and the importance of brand management. He shared the 3 things he asked the council to consider – (1) Budget for at least Phase 1 of a master plan for Eakes Park, (2) work with MOTSU persistently for what the town wants vs what we think we can get, and (3) Budget for a small brand analysis & market research project, specifically for KB, by an independent 3<sup>rd</sup> party.

IV. **Strategic Planning**

In order to get to the higher priority topic, coupled with only 5 attendees for this meeting, we opted to skip this topic until the next regular meeting.

V. **Product Development**

Prior to the meeting, each committee member was tasked with identifying the top 3 ideas and/or actions to help shape “what” assets/products need attention for KB marketing purposes for the specific area that they cover. During the meeting, each member shared their list and Mark will compile a summary list of all the recommendations.

We covered Exercise/Outdoors (Mark), Arts (Bill), History (Christine), Environment (Dey), Food/Lodging (Tim).

We will tackle Events (Steve) at the next meeting.

VI. **Action Items**

- A. Create master asset list by product area for the committee to review (Mark)
- B. Build relationship with CB MAC (Mark)
- C. KB MAC member tours: Aquarium

VII. **Other Business & Next Meetings**

- A. Mar 28: FY23-24 Marketing Plan Recommendations (Agency Attended), 11:30a-1p
- B. Apr 25: Regular KB MAC Monthly Meeting
- C. May 16: FY23-24 Budget Review w/ CVB

VIII. **Adjourn:** Meeting adjourned 1pm