

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

**Present:** Christine Avery, Mark Dirks, Tim Markley, Dey Rossell, Steve Stefanovich, Pam Hicks, John Ellen, Shawn Braden (CVB) and vendor partners, Nikki Keely (quorum established)

**Remote:** None

**Absent:** Bill Mahon

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

II. **Approval of Meeting Minutes:**

The Committee approved the minutes for 2/28 meeting.

III. **Room Occupancy Tax Collections**

Shawn Braden reviewed Gross ROT Collections (thru Jan 2023) for both calendar (+33.3% YOY) and fiscal years (+6.18% YOY).

IV. **FY23-24 Marketing Plan Recommendations**

Agencies reviewed the Marketing Objectives/Strategies, Media Recommendations, PR & Social Recommendations, Creative Campaign Examples and the Mobile Trip Guide.

Objective to contribute to incremental visitation, driven by # of overnight visits (new/returning visitors), length of stay, spend per visit (higher income target audience). Increase awareness in Western NC and priority out-of-state markets. Also work to extend seasonality of marketing strategy, educate out-of-state travelers and leverage the hybrid marketing strategy.

Reviewed Sample campaign mockups and the mobile trip guide – providing local information (From CVB CRM) and ability to share, see dining/lodging, create an itinerary, and see events. There was a lot of discussion about the campaign mockups and the mobile trip guide. Emphasis on “things to do”.

V. **Other Business & Next Meetings**

A. Apr 25: Regular KB MAC Monthly Meeting

B. May 16: FY23-24 Budget Review w/ CVB

VI. **Adjourn:** Meeting adjourned 1:10 pm