

KURE BEACH MARKETING ADVISORY COMMITTEE
MINUTES from Meeting on Jan 23, 2024
Kure Beach Town Hall, 117 Settlers Lane, Kure Beach, NC 28449

Present: TMarkley, DRossell, SStefanovich, CAvery. **Remote:** None. **Absent:** MDirks, BMahon

- **Call to Order** – 11:00a by Steve S (vice-chair)
- **Approval of Minutes:** 24Oct2024 Meeting - tabled until next meeting).
- **Room Occupancy Tax Collections & July-December 2023 Results Highlights** – The CVB will table these documents and discussions until the March meeting.
- **FY24-25 Strategic Planning/Research** – The CVB & partner agencies presented information/research to the committee to support FY24-25's strategic planning.

Prior to the meeting, the CVB distributed a series of questions for the KB MAC to answer/consider to effectively prepare for the meeting regarding opportunities, potential marketing initiatives, challenges to consider, visitor feedback that may drive strategy/change, news/story ideas, and any other priorities.

The presentation focused on the following and facilitated discussions among all attendees:

- Trends & Outlook: Travel trends (priority, road trips, AI, flexibility). Social Media trends (esp. video, searches, influencers), PR Trends (challenges, what's hot, election impact)
 - Recap of Current Strategies & Research: Focused on extending seasonality, higher income customers, education/awareness, western NC for longer stays, hybrid plan w/ other beaches. Research sources (destination brand study, traveler/visitor data, media metrics). Reviewed key takeaways from the research (familiarity/awareness, brand, strengths/weaknesses, appeal, vs competitors, value of ads/campaigns, target markets vs spend, goals/factors)
 - Input / Discussion from/with the KB MAC related to questionnaire and in-meeting activities.
- **Discussion to have special KB MAC meeting prior to next regular scheduled meeting.** The committee agreed to entertain having a special meeting ahead of its regular February meeting if a date could be identified suitable for all committee members.
 - **Adjourn:** Meeting adjourned 12:30pm