

KURE BEACH MARKETING ADVISORY COMMITTEE
MINUTES from Meeting on Oct 24, 2023
Kure Beach Town Hall, 117 Settlers Lane, Kure Beach, NC 28449

Present: MDirks, TMarkley, DRossell, SStefanovich, JEllen. **Absent:** CAvery, BMahon

- **Call to Order** – 11:30a
- **Approval of Meeting Minutes** – 26Sep2023 minutes were approved.
- **Discuss Plan for Filling Committee Vacancy** – Previous candidate that the committee was interested in was no longer interested. Therefore, the committee agreed to advertise again to fill the vacancy.
- **Finalize 2023-24 Goals & Objectives Document** – Each member of the committee recommended potential goals for their particular area in order to create a more manageable strategy for the KB MAC, overall and by area, with each committee member taking ownership over specific initiatives. The committee had been discussing areas of attention on a broader scale, without much action, and this “re-set” of goals and objectives will enable more progress. The committee had some spirited discussions regarding various objectives (the “what”) and as a result, the task was partially completed.
- **Identify Next Steps / Action Items for each Objective** - The committee agreed to continue the discussion at the next meeting to finalize the goals across all areas, then focus on how to accomplish them, how to report progress back to the team and how to determine if the various goals are met.
- **Adjourn:** Meeting adjourned 1 pm