

**KURE BEACH MARKETING ADVISORY COMMITTEE**  
**MINUTES from Meetings on Apr 25, May 16, 2023**  
**Kure Beach Town Hall, 117 Settlers Lane, Kure Beach, NC 28449**

**Apr 25, 2023, Meeting**

**Present:** Christine Avery, Mark Dirks, Tim Markley, Dey Rossell, Steve Stefanovich, Pam Hicks, Bill Mahon

**Remote:** None

**Absent:** John Ellen

- **Call to Order** – 11:30a
- **Approval of Meeting Minutes** – Mar 28 Minutes were approved.
- **KB Town Meeting Presentation Prep** – Committee had open discussion on points to make regarding budget and new approach to marketing. Discussion ranged from amplifying the importance of the committee, particularly with respect to protecting/supporting the town’s mission statement. The committee agreed and noted that a more formal meeting/discussion with the KB Town Council would be valuable to get direct input from the decision makers, to gain credibility from our KB MAC Team and share thoughts about the future of marketing KB to support tourism yet keeping the residents in mind.

The committee agreed to highlight the 6 areas of focus when defining the “what” could/should be marketed now, and in the future (possibilities).

Good discussion regarding the Arts area, particularly filming in the area.

- **Adjourn:** Meeting adjourned 1:45 pm

**May 16, 2023, Meeting**

**Present:** Christine Avery, Mark Dirks, Tim Markley, Dey Rossell, Steve Stefanovich, John Ellen, Shawn Braden (CVB), Kim Hufham (CVB), Nikki Keely (quorum established)

**Remote:** None

**Absent:** Bill Mahon, Pam Hicks

- **Call to Order** – 11:30a
- **Approval of Meeting Minutes** – Minutes were not available, and the committee agreed to review/approve at the next meeting.
- **Room Occupancy Tax Collections / FY23-24 Marketing Budget Review (CVB/Agencies):** The CVB provided an updated report of ROT collections (+17.7% FY) and walkthrough the final FY23-24 budget prior to the KB MAC’s presentation to the Town Council for approval. They led a very thorough discussion, answering questions, listening to ideas and encouraging collaboration (especially for future use of funds... and the importance of defining/enhancing KB’s marketing assets). The KB MAC asked a lot of questions and ultimately agreed unanimously that the budget proposal was ready for Town Council approval.
- **Adjourn:** Meeting adjourned 12:45 pm