

KURE BEACH MARKETING ADVISORY COMMITTEE

MEETING MINUTES

FEBRUARY 2, 2022 TIME 11:30 a.m.

Kure Beach Town Hall, 117 Settlers Lane, Kure Beach, NC 28449

Present: Ann Gibson, Steve Stefanovich, John Ellen, Christine Avery, Mark Dirks (no remote attendees)

Absent: None

Call to Order: Chairperson Ann Gibson

Meeting called to order at 11:30 a.m.

I. Minutes. After a motion to approve, Christine requested to table approval of the Jan 25 minutes until she could review them further. However later in the meeting, after further discussion, Christine motioned to approve, which was confirmed by committee vote.

II. Review KB MAC open positions and applicants. Reviewed current committee structure, composed of 5 members and 1 alternate. Per Mr. Ellen, the committee can request a modification from Town Council. Significant discussion among members regarding the best size for the committee, particularly with recent resignations and several new candidates expressing interest. The committee expressed concern in limiting the number when there's a lot of work and people wanting to help.

Motion by Mr. Stefanovich to (A) request Town Council to approve expanding from 5 members and 1 alternate to 7 total members with no alternate, then (B) request approval to bring on selected committee members after interviews.

III. Asset Inventory-finalize list of tourism partners, process, deadlines. The committee walked through the asset inventory with the goal being to provide information to the CVB's list of questions ahead of their finalizing the strategic plan for 2022-23. However, the committee focused on creating a short survey and finalizing the questions to be sent out to KB business partners for feedback.

Action Item: Clean/validate the Partner List asap to ensure delivery of the survey to the targeted recipients.

Action Item: Send email/survey our asap (no later than 2/7) in order to collect info to provide to CVB early the week of 2/7.

Further discussion regarding differentiating among the beaches (KB, CB), and that each has tourism assets that supports the other.

Action Item: Ask CVB to define the seasons in a little more detail to make sure we are all on the same page. Essentially, the committee wants to confirm that Peak is mid-June to mid-Aug; Shoulders are Apr to mid-June and mid-August thru October; and Off Season is Nov thru March.

The committee noted some concern with the CVB's strategy to target higher-spend customers: (1) need to be careful with execution & perception and (2) whether it is even necessary.

Meeting was adjourned at 1:29 p.m.

Next Meeting: Feb 22, 11:30 a.m.