

**KURE BEACH MARKETING ADVISORY COMMITTEE**  
**MEETING MINUTES**  
**September 20, 2022 TIME 11:30 a.m.**  
**Kure Beach Town Hall, 117 Settlers Lane, Kure Beach, NC 28449**

**Present:** Christine Avery, Mark Dirks, Pam Hicks, Nikki Keely, Tim Markley

**Remote:** Dey Rossell, Bill Mahon

**Absent:** Steve Stefanovich, John Ellen

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

II. **Approval of Meeting Minutes:** Minutes were approved from previous meeting.

III. **Review Mission / Role of MAC**

Agreement among committee members to pursue expanding the mission statement / charter, but input, perspective and guidance from CVB (Shawn Braden) and the mayor would be good to obtain first.

IV. **Marketing Metrics**

Agreement among committee members that additional marketing metrics are needed to help guide future marketing strategy, and more importantly, support adjustments throughout the year. The committee created a list of potential metrics to request from the CVB and increased frequency. Mark Dirks will bring this to the CVB.

V. **Marketing Projects**

Mark Dirks shared a variety of potential projects that could be considered for attention, outside the scope of the CVB's marketing activities. The committee discussed these, and other ideas were introduced as well. The committee was excited about this new direction, but agreed that additional planning and prioritizing is required, along with feedback from the mayor before proceeding. The committee plans to focus more on this at its next meeting unless advised otherwise.

VI. **Action Items**

- A. M. Dirks to meet w/ S. Braden (CVB) to discuss potential changes.
- B. M. Dirks to meet w/ KB Mayor (Craig) for guidance and input.
- C. KB MAC to collaborate on KB "Product" (list & prioritize assets, identify projects, assign responsibilities to committee members, prioritize)
- D. Build relationship with CB MAC. (M.Dirks)
- E. KB MAC members tour Aquarium.

VII. **Other Business & Next Meetings**

- A. Oct 25: KB MAC Regular Meeting
- B. Nov 22: KB MAC Regular Meeting

VIII. **Adjourn:** Meeting was adjourned at 1:00pm