

Kure Beach Marketing Committee Minutes

Meeting Held 4/21/08

Members Present:

Anne Brodsky Brant Barnwell Gilbert Alphin
Karen Delozier – New Member

Members Absent:

Dick Clark- Excused

CVB Members: Lee Nettles & Paige Somervell

Advertising/Marketing Representative: Lauren Cobb

Meeting Notes

Anne welcomed our newest committee member, Karen Delozier. We were also informed that Denise Hubbard has resigned the committee due to her work schedule. A letter of appreciation will be sent to Denise thanking her for her years of service and will be signed by our chairperson, (Anne) and the Mayor.

Old Business

1. ROT Update: We are down 10.92% in January 08 vs. January 07. However we are up 18.7% from the same time last year 2007. In addition, we were up 108% in February 08 vs. February 07. It is important to remember that the actual numbers we are talking about are relatively small. Countywide the Room Occupancy Tax is up 6%, Wrightsville Beach was up 63% and Carolina Beach was up 7.2%.
2. Website Update: Visitors/Sessions were up 37%. Visits were 7352 for March 08. July through March has surpassed all of last year. We have had over 35,000 page views, which is a 72% increase over last year.
3. Visitor Profile Update: The results are in from our request for zip code information from our hotel/motel and rental agencies. What we were requesting were the “home” zip codes of people staying in Kure Beach for the months of July and September 07. While we don’t feel that we captured all the data, as there may have been some misunderstanding of what was requested, the information we did receive did reveal a great deal. By far, most of our visitors were from NC - (519), followed by Virginia – (55), Ohio – (37), West Virginia – (28), Maryland – (17), New Jersey – (13), and Tennessee – (13).
It was suggested that we send the results to all the companies that participated along with a note thanking them for their participation. Gilbert suggested that next time we do this survey, that we try and break it down by dollars spend, such as under \$500, \$501 to \$1000 and \$1001 and above.
4. 08 – 09 Marketing Discussion: Time didn’t permit a great deal of time on this topic. Lauren will get back with us on her recommendations as how to best allocate our limited dollars for marketing. Karen Delozier seems to have a lot of experience in this area and should be a real asset to the committee.

New Business

1. Lee talked about a survey that can be conducted by a professional survey group who will talk with 120 people in the Carolina/Kure Beach area in our shoulder seasons, (May and September/October). The cost would be split between us, Carolina Beach Marketing Committee funds and the Chamber of Commerce. Our cost will be approximately \$6,000 with Carolina Beach Committee and the Chamber picking up the remainder of the approximately \$24,000 total cost. This was approved.
2. Suggestions: Anne made several suggestions. The first being she recommends we look into advertising on the back of the Aquarium brochure, the next was that we consider placing an ad on the Trolley that is coming to town, and also suggested we buy a brick or a bench or something for the new Kure Beach park. Lee commented that these were good ideas, but they all were targeting people that were already on the island.
3. Anne is to talk to the council regarding the replacement of Denise on the committee.

Next Meeting:

Our next meeting is to be held on Monday, May 19th at 9:15. We are setting a new time to meet, (15 minutes earlier) in hopes that we can end the meeting earlier for those having to get to work. Efforts will be made to keep meeting to 1 hour.

Respectively Submitted: Brant Barnwell