

## **Minutes of Kure Beach Marketing Advisory Committee Meeting Monday, May 19, 2008**

### **Members Present:**

Gilbert Alphin            Brant Barnwell            Anne Brodsky

### **Members Absent:**

Dick Clark                Karen Delozier

**CVB Members:** Lee Nettles and Paige Somervell

**Advertising/Marketing Representative:** Lauren Cobb

### **Meeting Notes:**

Minutes of April meeting were approved.

### **Old Business:**

ROT Update: Lee informed us that the ROT was up 39% for March. We actually have 3 years worth of data and it shows a very good 3 year trend.

- Website Update: Page Views and Sessions were both up over 100%. (See attached Graphs.)
- Finalize Visitor Profile Effort: At an earlier meeting, it was decided to try and identify who is coming to our town and where they are coming from. This should help us to determine where to spend advertising dollars. It has been decided to ask the local motels and vacation rental establishments to provide us with zip codes of everyone that visited them in the months of July and September of 2007. A letter has been written on CVB letterhead, and the committee has divided the businesses up and each will be personally contacted and asked to participate. The Pleasure Island Chamber of Commerce will also be asked to help us gather the information.

### **New Business:**

- Denise suggested that we get an updated list of Committee members with names addresses, telephone numbers and email addresses. (See attached.)
- Councilman Dugan asked that we give some thought as to what we would like to see the Town do with the new Ocean Front Park the Town is in the process of purchasing. He also asked us to be thinking about funding opportunities that we may be aware of. It was also mentioned that the Town of Kure Beach would like the CVB to endorse this project as they search for State and National funding.
- Denise suggested that this committee get on the agenda for one of the Council Meetings so that we can present our Marketing Plan to the Council. Lee said that

he would welcome the opportunity to be part of such a presentation. Councilman Dugan mentioned that the council was scheduling a working retreat locally at the end of the month, and this might be an appropriate time to make the presentation.

- Gilbert asked the CVB to look into the cost of billboards in the Winston-Salem/Greensboro/Burlington area.

**Next Meeting:**

It was decided that Mondays were better days to meet for some of the committee members. As a result, we now meet on the 3<sup>rd</sup> Monday of each month. The next meeting will be on Monday, June 16, 2008.

Motion was made to adjourn the meeting and the meeting was adjourned at 10:45.

Respectfully Submitted: Brant Barnwell