

Minutes for Approval
New Hanover County Tourism Development Authority
Kure Beach Marketing Advisory Committee Meeting

Tuesday, February 23, 2016
Town Hall
117 Settlers Lane, Kure Beach, NC

- I. Call Meeting to Order- Committee Chair Nalepa called meeting to order at 11:32 a.m. In attendance were Christine Avery, Anne Brodsky, Debbie Elliott, Jim Gabriel, Robin Nalepa and Mayor Pro Tem Craig Bloszinsky. CVB: Shawn Braden; Clean Design: Tom Hickey, Travis Hickey and Eleanor Talley; FrenchWestIVaughan: Leah Knepper
- II. Approve Meeting Minutes: Meeting minutes approved from Jan. 26, 2016.
- III. New Business:
 - a. Welcomed Debbie Elliott to the committee as a permanent member. Sam Khatib stepped down.
 - b. Room Occupancy Tax Collections

	Dec	FY	CY
KB	17.85%	13.88%%	14.08%
NHC	6.91%	3.56%	5.10%
 - c. FY16-17 Strategic Planning
 - 1. CVB and agencies reviewed brand messaging, media and market analysis. See attached presentation.
 - 2. Recommended a cooperative awareness campaign for media buys only, funded with a percentage of each destination's media budget. Kure Beach would still retain a portion of its own individual media campaign and an earned media campaign (public relations and social media).
 - 3. Committee voted unanimously for CVB/agencies to continue exploring the cooperative awareness campaign and bring back more information on how it would work at the March meeting.
- IV. Old Business
 - a. Rollover Recommendations & Budget-Nalepa shared Town Council approved rollover budget for \$47,542 at Feb. 16 meeting.
 - b. Committee discussed the mission and role of the MAC.
 - c. Alternate member-Town Council approved an alternate position for the MAC. Committee members will discuss at next meeting.
- V. Comments/Next Meeting Date – 11:30 a.m. March 22, 2016
- VI. Adjournment at 1:05 p.m.