

**NEW HANOVER COUNTY TOURISM DEVELOPMENT AUTHORITY
KURE BEACH MARKETING ADVISORY COMMITTEE MEETING MINUTES**

Tuesday, March 28, 2017

11:30 a.m. – 1:00 p.m.

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

- I. Meeting called to order at 11:30 a.m.
- II. In Attendance:
 - Jim Gabriel
 - Anne Brodsky
 - Christine Avery
 - Debbie Elliott
 - Mayor Swearingen
 - Shawn Braden, CVB
- III. Approve Meeting Minutes – Jim Gabriel made motion to approve minutes as is. Christine Avery seconded. Minutes approved.
- IV. New Business
 - Room Occupancy Tax Collection

	January	FY
KB	+29.19%	6.43%
NHC	+6.07%	11.48%
- V. Old Business
 - FY 17-18 Strategic Planning
 - Agencies made a presentation re FY 17-18 strategic planning, media, PR and social media recommendations.
 - Rollovers allow agencies to test new opportunities. They use that learning for planning
 - Fall 2017:
 - Recommend heavier buys on digital than print
 - Shorter stays and shorter planning season
 - Target audience is in-state adults (female decision-makers) without kids
 - Spring 2018:
 - Target audience is families and couples (female decision-makers) – reach is broader and also includes out-of-state
 - Longer stays and longer planning season
 - Will increase print spend and maintain digital and social media spend
- VI. Next meeting date is Tuesday, April 25, 2017
- VII. Meeting Adjourned at 1:00 p.m.