

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

Tuesday, August 27, 2019

11:30 a.m.

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

I. Meeting called to order at 11:35 a.m.

II. In Attendance:

- Robin Nalepa
- Anne Brodsky
- Debbie Elliott
- Stefanie O'Connor (alternate)
- Shawn Braden, CVB
- Nikki Keely, TOKB
- Agency Representatives

III. Room Occupancy Tax Collections

	May	June	FY 18/19
KB	+19%	+8.98%	+10.37%
NHC	+23%	+4.4%	+20.4%

- Fiscal Year 18/19 exceeded ROT rates from prior fiscal year for 8th consecutive year
- Kure Beach ROT rates positively impacted by new collections personnel in New Hanover County. More rental properties now in compliance.

IV. Agency representatives from Clean Design and French West Vaughn presented results of FY 18-19 marketing and PR campaigns.

IV. Old Business

- Committee had two new members – Ann Gibson and Stefanie O'Connor (alternate member). Committee welcomed Stefanie; Ann will attend October meeting. New member orientation will be held at end of committee meeting on October 22.
- Next meeting Date: FY19-20 CVB Program of Work & TDA Strategic Vision Plan Presentation on Tuesday, September 17 at the Wilmington Convention Center from 8:30 to 11:30 a.m. Breakfast will be served.
- Final meeting of the calendar year will take place on Tuesday, October 22 at 11:30 a.m. at Kure Beach Town Hall at 117 Settlers Land in Kure Beach.

V. Meeting Adjourned at 12:37 p.m.