

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

Tuesday, January 28, 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:

- Anne Brodsky
- Ann Gibson
- Christine Avery
- Shawn Braden, CVB
- Agency Representatives

III. Approved Meeting Minutes from October 22, 2019.

IV. New Business

- Room Occupancy Tax Collection (comparisons due to Hurricane Florence impact in 18/19)

	Sept	October	Nov	FY to date
KB (compared to 18/19)	-6.6%	-1.5%	-16.6%	even
KB (compared to 17/18)	even	+14.5%	-8%	+9.4%

- Please put the following meetings on your 2020 schedule:
 - March 31 - FY20-21 Paid & Earned Media Plan Recommendations Presented (Agency Attended)
 - April 28 – FY20-21 Program of Work & Budget Review/Approval by MAC
 - August 25 - FY19-20 Results Presented (Agency Attended)
 - September TBD - TDA/CVB presents FY20-21 Program of Work to all Industry Partners and KB MAC is invited to attend
 - October 27 - New and/or revised creative review if applicable (Agency Attended if new concept)
- Agency representatives present strategic planning for FY 20-21. See attached presentation.

V. Old Business

- Next meeting will take place on Tuesday, March 31 at 11:30 a.m. at Kure Beach Town Hall at 117 Settlers Land in Kure Beach.

VI. Meeting Adjourned at 1:20 p.m.