

# **KURE BEACH MARKETING ADVISORY COMMITTEE**

## **MEETING MINUTES**

**MARCH 29, 2022 TIME 11:30 a.m.**

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

**Present:** Ann Gibson, Steve Stefanovich, Christine Avery, Mark Dirks, Bill Mahon, Dey Rossell, Pam Hicks, John Ellen, Nikki Keely

\*Remote

**Absent:** None

**Call to Order:** Chairperson Ann Gibson called meeting to order at 11:30 a.m.

**I. Approval of Meeting Minutes.** To be approved at next meeting.

### **II. FY 22-23 Marketing Recommendations – Kure Beach (CVB and partner agencies)**

The CVB and its partner agencies (FWV, Mythic, Northampton Consulting) presented its recommendations for FY 22-23, which included Marketing Objectives, Marketing Strategies, Measurement, Media Considerations and PR/Social Considerations in a 52-pg presentation. Before the presentation, Shawn Braden (CVC) provided a status on ROT collections, noting that Jan saw a 40% increase; Fiscal Year, 19% increase. See presentation for full details.

Next meeting will be to review budget from CVB.

### **IV. Other Business**

Next Meetings:

- Apr 19, 11:30 a.m. KB MAC Regular Meeting
- Apr 26, 11:30am FY22-23 Marketing Plan & Budget (CVB attended)
- Apr 26, 4:30pm Joint KB/CB MAC Meeting, CB Town Hall

Meeting was adjourned at 1:10pm