

KURE BEACH MARKETING ADVISORY COMMITTEE

MEETING MINUTES

APRIL 19, 2022 TIME 11:30 a.m.

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

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

Absent: Ann Gibson

Call to Order: Vice-Chairperson Mark Dirks called meeting to order at 11:33 a.m.

I. Approval of Meeting Minutes

Motion to approve minutes by Mr. Stefanovich; seconded by Ms Rossell. Minutes approved.

II. 2022 Meeting Schedule.

- Discussion of Calendar. Motion by Mr. Dirks to maintain planned calendar; however, with flexibility to possibly consolidate meetings when possible (Aug 16/23 and Sep 13/TBD).
- Agreed to May 17 meeting to be held at KB Community Center due to elections at Town Hall.
- April 26 CVB budget presentation was postponed to April 28.

III. 2022 Goals

1. Establish relationship with Carolina Beach MAC.
2. Review/Identify improvements in event promotion funnel, including cross promotion.
3. Build relationship with community partners. Conduct tourism partner survey, analyze results, target strategies to increase tourism community input and engagement. Include face-to-face meetings with partners and businesses to get their input and buy-in.
4. Establish KPIs for evaluation of Wilmington and Beaches CVB work (to measure success, use of funding and drive future improvements in line with KB tourism goals).

IV. KB/CB MAC Joint Meeting Agenda

Discussion among committee members primarily to determine goals and potential agenda items for the upcoming meeting. Important to maintain each community's identity, while working together. Learn from each other regarding CVB marketing and identify ways to possibly improve "island" marketing success.

V. Brainstorm: Project, Priorities, Goals

The committee did not have time to discuss this agenda topic and postponed it until the next May 17 meeting.

VI. Lead Assignments

The committee decided to wait on assigning tasks to each of the members, especially regarding meeting with partners/businesses until there is a more defined plan.

VII. Other Business & Next Meetings

- Apr 28, 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 1:07pm