

KURE BEACH MARKETING ADVISORY COMMITTEE
SPECIAL WORKING SESSION MINUTES
January 12, 2023 TIME 10am
Kure Beach Town Hall, 117 Settlers Lane, Kure Beach, NC 28449

Present: Christine Avery, Mark Dirks, Tim Markley, Dey Rossell, Steve Stefanovich

Remote: None

Absent: John Ellen, Pam Hicks, Bill Mahon

I. **Call to Order:** Chair, Mark Dirks, called the meeting to order at 10am.

II. **Approval of Meeting Minutes:**

Minutes were not complete from previous meeting; committee agreed to review/approve at next meeting.

III. **Recap of New ReDirection Plan**

Mr. Dirks recapped the ReDirection Plan by reminding everyone about the product areas and assignments per the previous meeting to establish a process for this working session.

IV. **Product Development – Discussions by Area**

Each product area lead shared ideas to help shape “what” assets/products need attention for KB marketing purposes in the future. Then the rest of the team provided input as well as guidance on how to further shape the product area. Since the purpose of this meeting was to brainstorm initial ideas and establish a reporting/feedback approach for meetings, specific decisions, direction or priorities were purposely deferred to a future meeting.

Product Areas covered:

- Exercise/Outdoors (Mr. Dirks)
- Arts* (Mr. Mahon / Ms. Hicks)
- Environment (Ms. Rossell / Ms. Hicks)
- History (Ms. Avery)
- Food/Lodging (Mr. Markley / Ms. Avery)
- Events (Mr. Stefanovich)

*Note: Mr. Mahon was not able to attend, but provided ideas for the committee to discuss in his absence.

V. **Strategic Planning**

The committee briefly discussed the 3 strategy areas: (1) Brand, (2) Visitor/Tourism, (3) Partners. These will be addressed in more detail once progress has been made defining the marketing assets within each product area. The only point made during the working session was by Mr. Dirks regarding consideration for an independent brand assessment.

VI. **Action Items**

- A. Complete CVB strategic planning survey on behalf of KB MAC before Jan 24 meeting with the CVB (Mr. Dirks)
- B. Build relationship with CB MAC. (M.Dirks)
- C. KB MAC members tour Aquarium.

VII. **Other Business & Next Meetings**

- A. Jan 24: KB Strategic Planning Meeting w CVB (11a-1pm)
- B. Feb 28: KB MAC Regular Meeting (11:30a – 1pm)

VIII. **Adjourn:** Meeting was adjourned at 12:10pm.