

**KURE BEACH MARKETING ADVISORY COMMITTEE**  
**MINUTES from Meetings on Jun 7, Jul 25, Aug 22, 2023**  
**Kure Beach Town Hall, 117 Settlers Lane, Kure Beach, NC 28449**

**Jun 7, 2023, Meeting**

**Present:** Christine Avery, Mark Dirks, Tim Markley, Dey Rossell, Steve Stefanovich, Pam Hicks, Bill Mahon. **Remote:** None. **Absent:** John Ellen

- **Call to Order** – 11:30a
- **Approval of Meeting Minutes** – 25Apr & 16May minutes were approved.
- **KB Town Meeting Presentation Prep** – Agreed to recommend CVB budget to KB Town Council (after discussing the marketing plan/strategy they presented). Also, Mark reviewed the draft presentation about the KB MAC's new approach (product and strategic areas), with good input from the committee that will be incorporated into the final presentation on June 19.
- **Adjourn:** Meeting adjourned 1:05 pm

**Jul 25, 2023, Meeting**

**Present:** Christine Avery, Mark Dirks, Tim Markley, Bill Mahon, Dey Rossell, John Ellen (quorum established). **Remote:** None. **Absent:** Steve Stefanovich, Pam Hicks.

- **Call to Order** – 11:30a
- **Approval of Meeting Minutes** – Minutes were not available, and the committee agreed to review/approve at the next meeting.
- **Reviewed/Discussed Presentation that was given to the KB Town Council on 6/19.**
- **Discussed Next Steps & Ideas**
  - Discussed potential metrics: % of hotel vs Vacation Rentals, Returning guests
  - Importance of clearly defining KB brand and establishing a long-term plan.
  - How to fund infrastructure to promote tourism (in line with the above bullet)
  - Recommendation to contact Ft Fisher Historical Society to provide overview for informational purposes to the KB MAC.
- **Adjourn:** Meeting adjourned 12:52 pm

**Aug 22, 2023, Meeting**

**Present:** Christine Avery, Bill Mahon, Mark Dirks, Tim Markley, Dey Rossell, Steve Stefanovich, John Ellen, Shawn Braden (CVB), Nikki Keely (quorum established). **Remote:** None. **Absent:** Pam Hicks (resigned)

- **Call to Order** – 11:30a
- **Approval of Meeting Minutes** – Minutes were not available, and the committee agreed to review/approve at the next meeting.
- Committee recognized Pam Hicks' resignation (8/21) and will seek a replacement to fill her seat.
- **Presentation/Report from CVB & Marketing Agencies** – Provided an update on ROT collections, recent research and FY22-23 results for Paid Media, PR & Social.
- **Adjourn:** Meeting adjourned 1:10 pm