

Minutes for Approval
New Hanover County Tourism Development Authority
Kure Beach Marketing Advisory Committee Meeting
Town Hall
117 Settlers Lane, Kure Beach, NC
October 27, 2015
11:30 a.m.-12:05 p.m.

- I. Call Meeting to Order- Committee Chair Nalepa called meeting to order at 11:35a.m. In attendance were Anne Brodsky, Jim Gabriel, Sam Khatib, Robin Nalepa. CVB: Shawn Braden and Jackie Harlow
- II. Approved Meeting Minutes from Aug 25, 2015
- III. New Business:
 - a. Room Occupancy Tax Collections

	August	CY
KB	13.9%	12.68%
NHC	-12.3%	4.2%
 - b. Storm Impact and Town Updates
 - 1. Committee members shared storm impact to their businesses including significant cancellations and lost room nights from flooding. In addition, long term damage to rental properties will continue to have impact to lodging partners.
 - 2. Braden indicated the CVB had been working with Visit North Carolina and Kure Beaches' agencies of record monitoring any social media questions and reporting of storm impact in our visitor feeder markets. Monitoring showed limited stories reported outside of the Wilmington area once the national media turned its focus to South Carolina. However, some video of damage and street fishing in Carolina Beach.
 - 3. Committee discussed that potential lodging customers were continuing to inquire about possible flood and storm damage. In addition, potential visitors also thought of Carolina Beach and Kure Beach as a whole, despite parts of KB being 20 feet above sea level, much higher than much of the island.
 - c. Attendance Requirements for committee members.
 - 1. Committee went over Town Policy for committee attendance and voted to more strictly follow policy deeming three unexcused absences a resignation from the committee and reported as such to the KB Town Council.

2. Moving forward absences will need to be voted excused or unexcused by committee at the meeting.
- IV. Old Business-
1. Brodsky made the committee aware of a letter sent to homeowners from the Town in regards to unpaid Rental Occupancy Tax.
 2. Gambriel expressed concerns about beach renourishment, including areas collecting most ROT through lodging not receiving replenishment.
- V. Comments/Next Meeting Date – Tuesday, Dec. 1. Meeting was scheduled for Nov. 24, 2015. Committee voted to move meeting to as the original date was Thanksgiving week. Brodsky indicated she would be unable to make this meeting due to prior commitment.
- VI. Adjournment-Meeting

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