

**NEW HANOVER COUNTY TOURISM DEVELOPMENT AUTHORITY
KURE BEACH MARKETING ADVISORY COMMITTEE MEETING MINUTES**

Tuesday, October 25, 2016

11:30 a.m. – 12:30 p.m.

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

- I. Meeting called to order at 11:33 a.m.
- II. In Attendance:
 - Robin Napela
 - Jim Gabriel
 - Anne Brodsky
 - Debbie Elliott
 - Shawn Braden, CVB
 - Absent: Christine Avery
- III. Approve Meeting Minutes – Robin Napela made a motion to approve the minutes from the August 23, 2016 committee meeting. Jim Gabriel seconded. All members approved.
- IV. New Business
 - Room Occupancy Tax Collection

	August	FY
KB	-13.08%	4.10%
NHC	5.7%	11.03%
 - Hurricane/Tropical Storm Hermine occurred in August, which may account for the decrease in August ROT.
 - Kure Beach ROT homes went from 98 to 342 over the summer
 - County looking to hire full time staff person to manage ROT county-wide
 - Creative Updates Review
 - Agency presented new creative photos and headlines for review. Committee selected headlines.
 - Storm Follow Up
 - CVB paused all digital media on October 5 and resumed October 10. Reallocated \$5K to say “we’re open for business.”
 - Also used press release and social media to illustrate that everything is open for business.
 - Biggest problem post-storm was transportation into area. Flooding had impact on getting here.
 - Aquariums numbers were down.
 - Will look at rollover numbers to determine media proposal spend to be presented at November meeting.
 - Meeting Schedule
 - Voted to move November 22 meeting to November 29 due to Thanksgiving holiday.
- V. Old Business
 - Discussed need to identify an alternate member for the Marketing Committee. Anne to contact potential candidate.