

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

**Tuesday, November 29, 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 11:35 a.m.
  
- II. In Attendance:
  - Christine Avery
  - Robin Napela
  - Jim Gabriel
  - Anne Brodsky
  - Debbie Elliott
  - Shawn Braden, CVB
  - Mayor Emilie Swearingen, Town of Kure Beach
  
- III. Approve Meeting Minutes – Anne Brodsky made motion to approve minutes as is. Jim Gabriel seconded. Minutes approved.
  
- IV. New Business
  - Room Occupancy Tax Collection

	September	FY
KB	+14.11%	5.54%
NHC	8.92%	10.58%
  - Strong ROT numbers in September.
  - FY16-17 Fall Campaign Results Presentation (see attached)
  - Rollovers Budget & Proposal (see attached)
    - Agency presented recommendations on use of rollover budget of \$64,588. Robin Napela made a motion to approve agency’s campaign recommendations. Jim Gabriel seconded. Campaign recommendations approved.
    - Debbie Elliott to present campaign results presentation and proposed rollover budget campaign to Town Council on December 20.
  
- V. Old Business
  - KB Mac Alternate – possible candidate is John or Crystal Gomez, new owner of Crystal Shores
  
- VI. Meeting Adjourned at 1:05 p.m.