

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

Tuesday, January 24, 2017

11:30 a.m. – 1:00 p.m.

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

- I. Meeting called to order at 11:30 a.m.

- II. In Attendance:
 - Robin Napela
 - Jim Gabriel
 - Anne Brodsky
 - Debbie Elliott
 - Shawn Braden, CVB

- III. Approve Meeting Minutes – Anne Brodsky made motion to approve minutes as is. Robin Napela seconded. Minutes approved.

- IV. New Business
 - Room Occupancy Tax Collection

	November	FY
KB	+1.26%	5.27%
NHC	-2.30%	9.81%
 - FY 17-18 Strategic Planning
 - Agencies made a presentation re strategic planning and timing of planning, budgeting, etc. for FY 17-18. See attached presentation deck.
 - The presentation discussed mission and objectives, roles and responsibilities, reviewed the competition, discussed the brand, discussed audiences, etc.
 - Discussed bills before the NC Legislature that could impact school start dates back to as early as August 15. Discussed how this could impact media buying timetable and strategy. Consensus of committee was to shift fall media placement earlier into August.
 - Discussed public relations and earned media strategic planning.
 - Agencies to present their recommendations March 28 for FY17-18.

- V. Old Business
 - Town Council approved Rollover Budget at its 1/17 meeting.

- VI. Meeting Adjourned at 1:00 p.m.