

KURE BEACH MARKETING ADVISORY COMMITTEE
MEETING MINUTES
August 16, 2022 TIME 11:30 a.m.
Kure Beach Town Hall, 117 Settlers Lane, Kure Beach, NC 28449

Present: Christine Avery, Mark Dirks, Bill Mahon, Dey Rossell, Pam Hicks, John Ellen

Absent: Steve Stefanovich

- I. Call to Order:** Chair, Mark Dirks, called the meeting to order at 11:30am.
- II. Approval of Meeting Minutes:** Motion (B Mahon) /Approval of minutes from previous meeting.
- III. Interview Committee Candidates**
 - a. Interviewed multiple candidates for open committee position, which consumed most of the meeting time.
 - b. The committee then discussed all the candidates and unanimously selected Tim Markley to join KB MAC. Mark will recommend him to the Town Council for approval at its Sep meeting.
- IV. Resetting Committee Goals / Tasks**
 - a. Mark provided a short summary of the KB MAC's role based on the operations guidelines and mission statement.
 - b. Committee members discussed ways to provide more value from a marketing perspective, specifically in terms of assessing the CVB's performance and providing input.
 - c. Since many committee members are new, the status meeting on Aug 23rd from the CVB and agencies was seen as a good source of information before any changes are considered/recommended in the committee's advisory role (process, direction).
 - d. There was additional discussion on what the committee could do more directly in terms of special projects (and/or in collaboration with the CVB).
 - e. Due to the interviews, the discussion time was short. So, at the Sept meeting, the committee agreed to discuss the marketing results shared by the CVB, resume the above discussions, then create/prioritize a list of local marketing projects to consider.
- V. Action Items**
 - a. Re-establish how KB MAC engages, communicates and advises the CVB (M. Dirks/S. Braden meeting).
 - b. Build relationship with CB MAC. (M.Dirks)
 - c. Create KB Marketing Project List (Committee)
 - d. Discuss with, and obtain guidance from, the KB Town Council, with respect to accountability for results and distribution of marketing work. (M.Dirks)
- VI. Other Business & Next Meetings**
 - a. Mr. Ellen reminded the committee that virtual call-in methods are no longer required for committee meetings unless a citizen submits a request for a special accommodation. He also noted provisions for committee members to participate remotely if/when needed.
 - b. Dey Rossell recommended that the KB MAC tour the Aquarium.
 - c. Aug 23: KB MAC / CVB – FY21-22 Results
 - d. Sep 13: FY22-23 CVB Wilmington & Beaches Program of Work Presentation (@Wilmington Convention Center)
 - e. Sep 27: KB MAC Regular Meeting (Tentative)
 - f. Joint KB/CB MAC Regular – Postponed to a later date TBD.
- VII. Adjourn:** Meeting was adjourned at 1:15pm