

**KURE BEACH MARKETING ADVISORY COMMITTEE**  
**MINUTES from Meetings on 30Jan, 25Feb, 25Mar, 3Jun 2025**  
**Kure Beach Town Hall, 117 Settlers Lane, Kure Beach, NC 28449**

**30Jan2025 Meeting**

- Quorum of committee members present.
  - Call to Order – 11:00a
  - Approval of Minutes: tabled
  - Notes:
    - Room Occupancy Tax Collections
      - KB down 6.45% for calendar year; -15% for fiscal year. Attributed somewhat to flood damage to houses, weekend weather. Questions about how these align with pre-covid. Important to remember that weather, school closing, shorter travel destinations, higher prices pushed – all pushed pricing up (and ROT) during Covid. Subsequent lowering of prices has driven down ROT. Re-aligning rental rates/availability with demand.
    - Tourism Master Plan Presentation
      - Presented data & inputs for county wide master plan for tourism growth for county. Shared information they've gathered, esp the process.
      - KB MAC provided thoughts and feedback, as the plan is not complete... and they would consider/include our input in the final plan prep phase.
      - M Dirks reminded the presenter about the goals of KB are different than town of Wilmington.
      - Provided data/metrics related to travel spending, advertising value, stakeholder perception,
      - Takeaways from Stakeholder sessions regarding the importance of tourism. Mention of trails and various options to impact growth. Also mentioned the value of Wilm & Beaches.
      - Other Discussion points:
        - Parking issues were discussed with respect to tourism.
        - Many, many options around the same body of water.
        - Balance of tourism vs capacity & planning.
        - Tourism supported more by shorter term residents vs long-term residents.
        - Stakeholders, in general, don't understand the tax impact of tourism. That is, they would pay much more. Communication will be critical going forward.
      - Noted that the TDA presented lots of overarching data/feedback for New Hanover County as a whole vs just KB.
      - Shared opportunities and barrier sentiment from KB residents.
      - Long approach for all of this. Not to be accomplished overnight. 😊
  - Adjourn - ~1p
- 

**25Feb2025 Meeting**

- Quorum of committee members present.
- Call to Order at 11:30a
- Approval of minutes – tabled
- Discussion/Decision:
  - a. Committee Size / Open Seat – Tabled, decision to stay with what we have until we have 3 candidates. Advertising for committee members has not produce 3 to review yet.
  - b. Meeting Frequency – Discussion on only meeting with CVB as needed and eliminating all other in-house meetings given that the KB MAC's primary purposes is in an advisory capacity between the CVB and the Town Council. Will hold on vote.

- c. Discuss “Wander Here” Pamphlet (provided by John Ellen). Decision to share this further with the CVB to get further direction (online? Printed?) and/or if it fits into their FY 25/26 budget plan.
  - d. Identify Goals for 2025. Renewed the discussion on the need for branding guidelines (is this a CVB item?), whether the Wander Here flyer belongs with the CVB (or internal, or even at all), and engaging more as a sounding board for local marketing efforts (outside of the CVB’s efforts).
- Adjourn - ~1p
- 

### **25Mar2025 Meeting**

- Quorum of committee members present.
  - Call to Order – 11a
  - Approval of minutes - tabled
  - Notes:
    - Discussion / Vote to Resize Committee – PASSED. Committee to be reduced from 7 to 5 with the resignation of Tim Markley effective 6/30/2025.
    - Discussion / Vote to Adjust Meeting Schedule – PASSED. Committee to only meet when CVB schedules reviews, status reports and requests for input. However, the KB MAC may schedule special meetings as needed.
    - Introductions of new CVB Exec VP to everyone - Megan Buchbinder
    - ROT Reports were reviewed. KB fiscal year (-13.06%, Jul-Jan); Calendar year (+6.74% thru Jan)
    - CVB conducted discussion of FY 25/26 Marketing Plan, including TMP priorities countywide as well as for Kure Beach. Also shared fall campaign results and new ideas/strategies for both the unified and dedicated marketing plans. Also provided a sneak peak at the latest creative pieces.
      - CVB will put together final recommendations for proposed FY 25/26 marketing strategy and budget for the KB MAC to take to the KB Town Council.
    - C Mearkle also shared the idea of KB having a sculpture like CB, which the CVB will look into and provide feedback.
    - CVB is also looking into if/how we might move forward with J. Ellen’s “Wander Here” booklet.
  - Adjourn - ~1p.
- 

### **3Jun2025 Meeting**

- Quorum of committee members present.
- Call to Order – 11:30a
- Approval of minutes - tabled
- Notes:
  - Reviewed ROT Reports KB Calendar year (+15.5% thru May)
  - CVB Reviewed the FY 24/25 campaign performance, some additional research findings, and the final FY 25/26 Marketing Plan.
  - Committee asked many questions about the proposed budget and agreed to recommend it to the Town Council at the upcoming meeting.
- Adjourn - ~1p.