

AGENDA

Wrightsville Beach Marketing Advisory Committee Meeting

TUESDAY, AUGUST 9, 2022

3:00PM – 4:30PM

TOWN HALL CONFERENCE ROOM

321 CAUSEWAY DRIVE, WRIGHTSVILLE BEACH, NC

1. Call to Order
2. Approval of Meeting Minutes of May 4 and 10, 2022
3. Room Occupancy Tax Collections
4. Research Update
5. New Creative Concepts Review
6. Holiday Promotion
7. FY21-22 Paid Media, PR & Social Results
8. Next Meeting Date: September 13, 8:30 – 11:30 a.m., FY22-23 CVB Wilmington & Beaches Program of Work Presentation at the Wilmington Convention Center
9. Adjournment

MARKETING ADVISORY COMMITTEE MINUTES

MAY 4, 2022, 12:30PM

BLOCKADE RUNNER RESORT, 275 WAYNICK BLVD., WRIGHTSVILLE BEACH

The following were present:

Committee

Ryan Smith, Vice Chair
Nicole Succop, Secretary
Susan Bullock

Advisor

Mary Baggett Martin

There was discussion regarding any remaining updates or revisions in preparation for the Convention and Visitors Bureau budget meeting scheduled for 5/10.

Based on the upcoming zip code mapping and summer surveying plans, it was noted that the Committee hoped to have the ad contracting for Wrightsville Beach separated seasonally in case further adjustments are needed after the summer. Otherwise, the Committee was in agreement that at this time, there were no further edits/revisions needed.

The meeting was adjourned at 1:30pm.

Respectfully submitted,

*Lance G. Heater, Town Clerk

*Heater was not present. Minutes are based on notes compiled by Succop.