

MARKETING COMMITTEE MINUTES

COASTAL CAROLINA REGIONAL AIRPORT AUTHORITY

March 9, 2021

Noon.

Mr. Morris called the meeting to order at 12:10 p.m.

Due to the novel coronavirus and Governor Cooper's Executive Order limiting group gatherings, the committee conducted its meeting remotely via Webex.

The roll was taken, and the following committee members attended: Morris, Harris, Litchfield, and Shorter. Leahy and Hunter attended via WebEx. Frazer was excused.

The public was notified of the meeting in the usual fashion, along with details for utilizing Webex. The meeting was held under published information.

Litchfield presented an update on the marketing effort:

- 1). Covered EWN history of advertising impressions vs. OAJ
- 2). Updated Inbound/Outbound campaign
- 3). Updated AA landing pages and Call to Action
- 4). Covered Website and obstacles to launch
- 5). Toured Terminal and looked at new graphics



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Chairman Kenneth Morris