



Wrightsville
Beach · NC

Wrightsville Beach Marketing Advisory Committee Meeting

Wednesday, April 22, 2026, 3:00 PM

3:00 PM – Welcome

- Call to order
- Introductions (if needed)

3:05 PM – ROT Update

- Overview of current ROT performance
- Key trends and notable changes

3:15 PM – Review of Spring Campaign

- Campaign objectives and execution
- Performance highlights
- Early results and insights

3:30 PM – Presentation of FY27 Plan Outline

- Strategic priorities
- High-level budget considerations
- Key initiatives and timelines

4:00 PM – Discussion & Next Steps

- Committee feedback
- Action items and follow-ups

4:30 PM – Adjourn