

**MINUTES OF THE SPECIAL CALLED COUNCIL MEETING HELD AT THE CITY OF SKY VALLEY, GEORGIA
ON WEDNESDAY AT 10:00 A.M., OCTOBER 2, 2019, 817 SKY VALLEY WAY (CHAPEL)**

MEMBERS PRESENT: Mayor MacNair, Councilors, Wheeler, Curtis, Piontkowski, Barrick and Howard

STAFF PRESENT: City Manager Fast, City Clerk Fleming, Police Chief Estes

1. Call to Order

Mayor MacNair called the meeting to order.

2. Adoption of Agenda

Councilor Howard made a motion to adopt the agenda, seconded by Councilor Piontkowski, unanimously approved.

NEW BUSINESS

3. 2/3 Way Marketing

This meeting was scheduled to talk about issues with these committees. Research has been done and no official approval of the forming of said committees, have been found. City Manager Fast asked the Council for guidance on how to handle these committees, moving forward. The co-mingling of funds is one of the biggest issues, as contributions were being received from each organization and deposited into the City's general fund. Separate accounts are needed for more precise, detailed distributions and to keep contributions, for marketing, out of the City's accounting system. There was a marketing plan put together in 2014 and nothing has been updated since that time, which is needed, to have a true "product" to market. The consensus of the Council is that having these committees is a good idea but some changes need to take place. Organization and Guidelines, Separation of Funds and having proper Representation for each group is a must. Comments were taken from the audience which included spokesmen from the POA and the Club which indicated they are also in agreement with the City. Time Shares of Sky Valley, spokesperson, indicated they want to be a part of the new marketing plan. Clarification is needed on how to handle or for the separation of scheduled events and marketing. Comments were made on setting up a DDA (Downtown Development Authority), which would leave the City out of the dictation of actions.

Mayor MacNair stated that the Council will have to approve the proposal for the committees. A meeting will be scheduled between Bob O'Keefe (appointed marketing group overseer, for one to two meetings) and City Manager Fast, to come up with a proposed starter plan.

OTHER BUSINESS

4. Adjournment

Councilor Wheeler made a motion to adjourn, seconded by Councilor Piontkowski, unanimously approved.

The meeting adjourned at 11:07 a.m.

Respectfully submitted,



Robert MacNair, Mayor



Karen Fleming, City Clerk