

**Marketing Committee Meeting**  
**Thursday, May 14, 2020**  
**10:00 AM**  
**Via Teleconference (Zoom)**  
**Sky Valley, GA**

**MINUTES**

**Those Present:** Bob O'Keefe, Bill Oliver, Gordan Brand, Hollie Steil, Jim Curtis, Jamie Darrah, Ed Steil, Harry Collins, City Manager Fast and City Clerk Fleming

**Those Absent:** Shelly Brown

**CALL TO ORDER**

Bob O'Keefe, Chairperson, called the meeting to order

**Approval of Minutes**

April 16, 2020 – Marketing Committee Meeting

Jim Curtis made a motion to approve minutes, seconded by Gordan Brand, unanimously approved

**Discussion Items:**

- **Each representative introduces themselves to the committee**  
Gordan Brand – Has been on the Club board for three years and has been on the marketing committee previously. Has owned in Sky Valley since 2006. Very involved in the community.  
Jim Curtis – Representing the City Council. Has lived in Sky Valley nine years. He feels marketing is the most important thing that Sky Valley needs to be doing.  
Bill Oliver - Representing the City Council. Sky Valley has been his permanent residency for five years. Has a marketing background.  
Jamie Darrah – Representing the POA. Has owned property in Rabun County for 41 years. Sky Valley has been her permanent residency for four years. Background in real estate development.  
Ed Steil – Representing the POA. Sky Valley has been his permanent residency since 2013. Was a City Council member for two years. Has attending marketing meetings since 2014.  
\*\*Harry Collins was not present at this time\*\*

- **Ballpark figure or committed dollar figure from each organization to the marketing budget**

O'Keefe stated that the committee needs to work on a budget/plan for 2021 and have it in place by the fall of 2020. Since almost half of 2020 is gone, the committee will have to accomplish what they can, with what they have, O'Keefe stated. O'Keefe asked each representative what their organization could do right now for 2020:

Country Club – Brand stated the Club could contribute \$2,440

City of Sky Valley – Oliver stated \$4,000

Property Owner's Association – Ed Steil stated \$15,000

O'Keefe stated that the committee will not spend what they do not have and since the firework display, cost of \$5,500, has already been paid for by the City, the committee would have around 21 to 22,000 for 2020.

- **Each representative's ideas regarding goals for the marketing committee**

O'Keefe thanked the two members that submitted their ideas, Curtis and Darrah.

He stated that the other members need to do the same before the next meeting.

O'Keefe went over thoughts to keep in mind while compiling the ideas. What do you want to accomplish with the Sky Valley Marketing, how to achieve it and who the targeted market is?

- **Review past expenditures and consider which ones should be continued**

O'Keefe reviewed the City's 3-Way Marketing Budget for the last five years. The activities for 2020 will be reduced this year due to COVID19. No parade, no pancake breakfast or rubber duck race. The Sid Weber Fund Raiser Dinner will be held the day of the fireworks display, which will not involve an expense to the marketing fund. Also, no Labor Day celebration or Fallfest. In-kind services provided by the City and Club will be analyzed and decided if it will become part of their contributions.

O'Keefe stated that the committee needs to decide what activities, events and promotions needing to take place, to keep Sky Valley's name out there. The marketing decisions need to be right, real, and upfront, stated O'Keefe.

Advertising cost that was suggested for this year were:

Visitor's Map to the Blue Ridge Mountains, Northeast Georgia Mountains Tourism Association – Regional Map and Guide, and the Northeast Georgia Mountains Tourism Association Dues. Total for these three items would total around \$1,500.

Brand made a motion to approve the suggested advertisement, seconded by Curtis, unanimously approved.

The City's new website was discussed to see if there could be a visitor's tab for the promotion of Sky Valley. City Manager Fast stated that the site needs to stay more governmental and not have it appear like a travel website, but it could have a link directing visitors to another site, which could be used for marketing. Oliver stated

that space, on the site, could be sold to entities to help fund it. Advantages were discussed of having a separate website, which could show how many hits and possibly names of people interested in Sky Valley with contact information. The Rabun County Chamber will be contacted to see if the City is a member along with being in contact with Rick Story, Forward Rabun, to see how Sky Valley is going to be promoted.

Next meeting was set for May 28<sup>th</sup> at 10:00 a.m.

**ADJOURNMENT**

Ed Steil made a motion to adjourn, seconded by Oliver, unanimously approved.

The meeting adjourned at 11:17 a.m.

Respectfully submitted:

  
Karen Fleming, City Clerk