

Marketing Committee Minutes

Thursday, May 28, 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

Those absent: Shelly Brown

CALL TO ORDER

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

APPROVAL OF MINUTES

Minutes from May 14, 2020 Marketing Meeting were unanimously approved.

DISCUSSION ITEMS:

- **Money Contributions from Marketing Member Entities**
 - **Bob O'Keefe reported he had received notice from the Sky Valley Time Shares, Inc. that they were not going to participate in the Sky Valley Marketing endeavor. Bob stated the Time Shares organization was a critical part of the city's marketing efforts and he hoped the Time Shares leadership would reconsider participating. Bob asked Gordan Brand and Hollie Steil to contact a Time Shares representative to discuss the benefits of their participation in the Sky Valley marketing efforts.**

- **Bob O’Keefe asked each Marketing Committee representative to please send their monetary contributions to the City ASAP. The Marketing Committee needed to be able to use these funds to begin the marketing process.**
- **Marketing Goals submitted by committee members discussion included:**
 - **Visitor Center – Bob O’Keefe expressed his opinion that it was important to have a current plan for a Sky Valley Visitor’s Center. Bob reported the current plan for a Visitor’s Center located in the Time Shares Office was not a viable plan since -**
 - **the Time Shares, Inc office was not currently open,**
 - **the Time Shares office was not open on the weekends, and**
 - **This office was not easily visible or assessable to the traveling/visiting public.**
 - **Unified Branding - Bob O’Keefe stated the city needed to develop a unified “brand” and use this brand to go forward with the city’s marketing efforts.**
 - **Oval Car Stickers were suggested to serve as a visible marketing tool. Ella Fast, Sky Valley City Manager, was asked to investigate the printing costs of oval car stickers. The present committee members discussed the design of the printed oval stickers. The result of the discussion was to ask the printers to include:**
 - **the letters SV,**
 - **the motto “the highest and coolest city”, and**
 - **a background graphic of the top outline of mountains.**

Ella reported she would send a “mockup” design of an oval car sticker to the committee members for their review.
 - **Real Estate focus - Bob O’Keefe stated the marketing effort needed to focus on the city’s real estate market and that tourism may not need to be the primary focus of the marketing efforts. He reported**

people purchase homes because of the culture and lifestyle and their experiences of the area.

- Target Population - Bob O’Keefe said the committee needed to decide the age market for the marketing focus. He suggested the “baby boomers” be considered the target population as well as persons looking for second homes who current reside in the Atlanta area and in Florida.
 - Word of Mouth – Bob O’Keefe stated the Marketing Committee needed to encourage “work of mouth” which has proven to be a viable and effective marketing tool.
 - Good Internet Service/Fiber Connectivity – Gordan Brand stated Sky Valley needed good internet services to offer to prospective home buyers so that they could live here and work from home – Gordon was quoted saying we need those “who are freed from the collective state, who can work anywhere”.
 - Webcam – Gordan Brand suggested the city could install a webcam that could be accessed online to view the Sky Valley weather and the beautiful scenery of Sky Valley.
 - Car Shows – Bob O’Keefe said he was informed by citizens that Sky Valley Car Shows were a good activity to bring visitors into the city.
- Marketing Plans for 2020
 - Publications – The Mountain Travel Magazine representative has contacted Ella Fast. This publication is produced two times annually. For 30,000 copies to be distributed at 200 points (thru the Clayton Tribune) the cost is \$595 per publication. A motion to purchase this publication was made, seconded, and passed unanimously.

- **Regional Map and Guide and Mountain Lake Publishing** – Ella Fast reported the city of Sky Valley is already included in these publications for 2020.

- **Small Community Marketing** – Bob O’Keefe said he had researched small community marketing and small community marketing analysis indicates –
 - People look for activities first and location second,
 - People look for features that they want and then they turn their experiences can be turned into a “message”. Sky Valley needs a unique “message”. Bob suggested Sky Valley’s message should be “the highest and coolest city” since this denotes a feature that is not available anywhere else and presents a memorable narrow focus.
 - A motion was made to accept this phrase as the city’s “message”, was seconded, and passed unanimously.

- **Outsourcing to a Marketing Firm**
 - Bob O’Keefe reported several members of the Marketing Committee had been invited to meet with Doug Hollandsworth, of Golf Life Marketing, whose company currently is employed by the Sky Valley Country Club in their marketing efforts.

 - At this meeting, Mr. Hollandsworth presented a marketing plan to encompass all the entities of the city of Sky Valley.

 - Bob O’Keefe summarized Mr. Hollandsworth’s proposed marketing plan which includes publications, involvement with Georgia Tourism, Sky Valley marketing efforts to be present in Georgia Visitor Centers and emailing prospective visitors.

- **A twelve-month contract with this company would cost \$750 per month. A two-month payment in advance would be required. The marketing contract would run June 2020 to June 2021.**
 - **Hollie Steil asked if the marketing emailings would need a personal response. Mr. O’Keefe reported he would investigate this question. Jim Curtis suggested the possibility of finding a person from Sky Valley to be hired by the Marketing Committee to respond to these emails. Mr. O’Keefe said he would ask Mr. Hollandsworth if the marketing emails would be designed in such a way as to need individual responses.**
 - **The motion was made to accept Doug Hollandsworth proposed marketing plan for 2020-2021, was seconded, and passed unanimously.**
 - **Mr. O’Keefe reported Mr. Hollandsworth suggesting the Sky Valley Country Club’s website needed updating.**
 - **Mr. Doug Hollandsworth would be asked to present the tenets of his marketing plan at the Sky Valley June Workshop.**
 - **Bob O’Keefe asked the Sky Valley Property Owners Association to consider including real estate data (the number of lots and homes for sale in Sky Valley) to be included in the SVPOA’s website. Ed Steil, President of the Sky Valley Property Owners Association, reported this information included in the SVPOA Website had been discussed recently by the SVPOA Board and a representative of the SVPOA would contact the local realtors for their participation.**
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- **NEXT MARKETING COMMITTEE MEETING DATE**

- **Next Marketing Committee meeting was scheduled for June 17, 2020 at 10:00 AM.**

- **ADJOURNMENT**

- **A motion was made for adjournment, was seconded, and passed unanimously.**

Respectfully submitted:



Hollie Steil, Mayor