

**City of Sky Valley
Marketing Committee**

**Tuesday, November 17, 2015
11:00 AM
Fellowship Hall, 817 Sky Valley Way**

SUMMARY

Mayor Goodgame called the meeting to order.

Committee Members Present: Goodgame, Gurley, Robinson, Turner, Lively, Morley, and Dean.
Staff Present: City Manager Lapeyrouse, City Clerk Cantrell

DISCUSSION ITEMS

- 2016 Events
 - Beer Festival & Race
 - Keep on Memorial Day Weekend – Saturday, May 28th
 - Ticket prices will include a T-Shirt (shirts already on hand)
 - Include local wineries – Laura Gurley to work on wine
 - Keep 5K - possibly different route – Mandi
 - Tour of Homes
 - Milner Lively will speak with Shirley Strickland and report back to the committee with a proposal
 - July 4th
 - Fireworks will be on Sunday July 3rd
 - Duck Race, Parade and Cookout will be July 4th
 - Fallfest
 - Saturday, October 22nd
 - The Club's Board has approved having the event entirely at their location – Details to be worked out later
- 2016 Print Advertising
 - Discussed advertising in Asheville, Greenville, Atlanta, and Birmingham and best ways to reach each of these markets
 - Suggestions include Southern Living, Birmingham Magazine, Points North, Atlanta Magazine, South Bound
 - Southern Living Magazine – Milner Lively requesting info
 - Jerry Robinson is working with RCI to create ad that will be included in their print magazines – there is no cost & it is distributed to all of their members
 - Research the different print media discussed & compare to current print advertising – make decisions at next meeting
 - Discussed how to get editorials & other free print advertising (Debbie Dalhouse has offered to help)

- 2016 Billboards
 - At Hwy 441/246 – the Southbound side is available
Goodgame made a motion to negotiate price for one year, 2nd Lively, unanimously approved. This will be paid for with the City/POA joint funds
- Calling Cards
 - Similar to a business card, but a generic card featuring Sky Valley that people can give out – Linda
- Scrolling Monitors
 - Laura will present at next meeting
- Remaining 2015 POA/City Joint Funds
 - To be used for Southbound billboard at Hwy 441/246
 - Discussed webcam to be made available to news stations – Linda has info – will e-mail to committee and discuss at next meeting with updated prices