

Sky Valley Planning and Development Committee (PEDC)  
The Chapel of Sky Valley Fellowship Hall  
June 14, 2012 "Vision Meeting" Minutes

Chairman Neil Howard called the meeting to order at 1 PM.  
Members in attendance were: Neil Howard, Steve Brett, Allen Jackson,  
Linda Durrence Jim Martindale, David Spears, and presenter Nancy Plate.  
A roster of attendees is attached.  
Pledge of Allegiance was given.  
Agenda was adopted.  
Sub-Committee reports were:  
Beautification report presented by Allen Jackson for Chairman Al Lee.  
Report attached.  
Marketing report presented by Chairman Steve Brett.  
Report attached.  
Nancy Plate was introduced and presented her "Vision Marketing Meeting".  
Report attached.  
Meeting adjourned.

Respectfully submitted,  
Barbara Kobacker, Secretary.

**barbara**

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**From:** "Al Lee" <aflee@windstream.net>  
**Date:** Wednesday, July 04, 2012 1:30 PM  
**To:** "Barbara Kobacker" <migato1@windstream.net>  
**Subject:** FW: PEDC-Beautification committee

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**From:** Al Lee [mailto:aflee@windstream.net]  
**Sent:** Tuesday, June 12, 2012 2:24 PM  
**To:** Allen Jackson  
**Cc:** 'Neil & Hays Howard'  
**Subject:** PEDC-Beautification committee

Unfortunately, I will not be at our PEDC meeting on Thursday. Instead I will in Marietta attending the funeral of a friend.

I have two concerns I would like for you to report on in my absence. They are:

- (1) Bob Macnair requested the city remove the green stakes in the ground on the on the right of way as you exit Sky Valley onto Bald Mountain Road. In its place he suggested a couple of rocks be placed there instead. I will provide you with a picture of some I have in mind. One quote I have is \$.12 per pound, with a \$40.00 delivery fee. The rocks in mind weigh approximately 100 lbs. each. The approximate total cost would be \$64.00. This quote comes from Lake Burton Stone and Grading, located on highway 76 west. Perhaps I can obtain another quote before our Thursday meeting. I agree with Bob that these rocks will blend in with the landscape and look more natural than the stakes.
- (2) Next, I have a concern about the landscape maintenance at the front entrance to Sky Valley at Bald mountain road. I met with Linda Smith and learned that there is no formal contract for landscape services. After expressing the contrast of the grounds appearance at the Valley View condo's to that of our front entrance I also learned that the person hired last year by the City, Jim Wells, was only authorized to provide two cuttings per month. Following my meeting with Linda, Mr. Wells called me at home. He was very polite and concerned that I had inquired about his work. I assured him that I was not upset, but was only interested in making sure that the area was properly maintained with seeding, fertilizing, and weed control as needed. Periodically, Mr. Wells is instructed to spread some pinestraw and plant annual flowers. At her request, I provided Linda with a copy of the Valley View landscaping contract. My recommendation is that the City review the services and provide Mr. Wells with a formal contract so that he may, over time, have our entrance looking like it should. Now, more than ever, with new local ownership of the golf course, etc, I think we would want first impressions of visitors to our beautiful valley to be "WOW".

7/5/2012

For comparison I will provide you with pictures of the rocks in mind, along with ones of Valley View.

AI

No virus found in this message.

Checked by AVG - [www.avg.com](http://www.avg.com)

Version: 2012.0.2193 / Virus Database: 2437/5110 - Release Date: 07/04/12

**Stephen Brett**

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**From:** "Stephen Brett" <brettmover@windstream.net>  
**To:** "Stephen Brett" <brettmover@windstream.net>  
**Sent:** Sunday, June 03, 2012 8:25 AM  
**Subject:** Fw: marketing committee minues

### **MARKETING COMMITTEE MINUTES**

The initial meeting of the PEDC Marketing Committee was held Thursday, May 31, 2012 at 10:00 A.M. Those in attendance were as follows:  
Ray Becker, Steve Brett, Nancy Plate', Steve Shepherd, Milt Gillespie (representing SV Golf Club, Inc.).

A motion was made by Steve Shepherd to approve funding the 12X25 billboard located north of Ingles on Highway 441 in Clayton. The cost will be split 50/50 with the Sky Valley Club. The motion was seconded by Ray Becker and passed unanimously.

The Committee will request an operating budget from the City to accomplish its goal of increasing the visibility of the City. The following marketing strategy was discussed:

- Develop a new website using a Professional Web Designer
- Ads in print media such as Laurel Magazine, Georgia Travel Guide, NE Georgia Living, Real Estate Guides etc.
- Utilizing CVB and Chambers of Commerce (Clayton and Highlands)
- Rack Cards and Brochures to be placed at rest stops
- Building a Kiosk at the 246 overlook and placing information about the waterfall, golf, fishing, hiking, bird watching etc.
- Improving the sign at the corner of Highland Road & Mud Creek

Other ideas will be discussed at the workshop Nancy Plate' will be facilitating on June 14th.

The meeting adjourned at 10:45

Steve Brett,  
Chairman

## Follow Up to Meeting at Sky Valley Golf Club

Ladies and Gentlemen:

It was a pleasure meeting with you in regards to your plans to promote the Sky Valley Golf Club and The City of Sky Valley as a desirable travel and lifestyle destination. In this regard, I am recapping my recommendation for creating a "portal" web site to serve as the primary gateway for promoting Sky Valley, the Club, POA and the City utilizing the collective individual web site accessed via the portal site.

Reasoning –

While the combined entities involved have the common desire of advancing the Sky Valley community through growth in visitation, real estate sales, and rentals each entity has a different story to promote and role to play in the desired growth and revenue contribution.

Attempting to combine these individual "stories" into a singular marketing program only leads to confusion; ultimately diluting the strengths each entity brings to the marketing plan. Accordingly, each web site should focus on the core message and promotion of that specific entity.

The portal site provides a single location where the web site of each entity (city, golf club, and POA) is readily available so a visitor may choose the information of most interest to him/her. The portal images and a headline text offer a unifying tagline ("come for the day, stay for a lifetime") supported by a brief paragraph highlighting the city's key attractions. The links to the city, POA and golf club carry this message further by promoting their individual message and promotion of "why Sky Valley."

The portal could (should) include a page with more generic information on the area attractions, quality of life and an invitation to visit and enjoy. A PDF guide to area and amenities would also be valuable in this section.

The portal would have its own domain such as [www.skyvalleyliving.com](http://www.skyvalleyliving.com) ( I have this reserved) and this would be the promoted domain in you ads for the city wide marketing. The individual websites you have will retain their own domains and these would be used in specific advertising related to each entity.

For example, the golf club will likely promote itself in golf related publications and find it desirable to use [www.skyvalleygolfclub.com](http://www.skyvalleygolfclub.com) since these are golf/country club specific promotions. The city, POA and golf club should have a link to the portal site proximately displayed so visitors can access the broadest view of the Sky Valley story.

The page below is a very basic draft of the portal page.

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The actual portal site will be much more appealing with high end graphics, high quality photos and graphic elements in the navigation menu. This is simply a visual representation of the concept.

Thank you for allowing time the time to present this information for your consideration

Stephen W. Cannon

Managing Director

Faifaire Media Arts

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Marketing Visioning Meeting  
Sky Valley Community  
Thursday, June 14, 2012  
1:00 p.m.

Introduction:

Purpose of meeting: To gain citizen input to the development of a Sky Valley Marketing Plan to include:

What are we selling? Who are we targeting as future residents of Sky Valley? Where do these future residents currently live? What lifestyle, amenities and activities do we have that should be attractive to what they might be looking for in a second home or retirement home? What strategies do we use to reach them? What key words and focus do we use in our marketing?

What is the status of our current situation as we prepare to market for the future?

- New entrance designed by Merrill gives us an attractive first impression of Community
- Sky Valley Golf Club is now back in business with an enviable future.
- Club house should be completed within next year that will give the community social and dining facilities to be proud of.
- The purchase of the club facilities has generated enthusiasm and excitement as to the future of Sky Valley.
- This spring the first building permit has been issued in several years and there is development activity already begun on that permit.
- The above efforts have stimulated marketing committees of both the Club and the City & POA representing city. Already golf rack cards have been done and are available. A billboard on 441 N beyond Ingles has been contracted for by the City and Golf Club.
- A limited amount of marketing funds are available and possibilities to joint market the golf course and community are favorable. It is important that these marketing efforts are compatible and attractive to our target markets as identified.

Immediate Marketing goals:

Sky Valley has been the best kept secret in the Georgia Mountains. A good marketing plan will generate information to people looking to purchase in the GA/NC Blue Ridge Mountains and will develop awareness that we are open for new business.

Once the secret is out and we have exposed tourists, golfers and home hunters to Sky Valley, our goal will become:

- To create a community wide attitude that gives our visitors the feeling that Sky Valley is a community to buy into.
- To reduce the inventory of for sale homes and begin again the development of an active community.

OVER (FOR PG. 2)

Groups will be charged with the following tasks.

- Choose a group facilitator/spokesman and note-taker to keep the session focused on the question and record ideas.
- 15 minutes will be granted to each topic
- Each group will give a summary of what they came up with and it will be recorded
- Meeting Summary (conclusion) will summarize the recommendations of the group
- The total group input will be recorded and will be used in developing a participant generated marketing plan.
- The facilitator will summarize the findings and report back as to the nature of the marketing plan that will best work for Sky Valley.
- The marketing plan will be available to all participants.

Task # 1      What are Sky Valley's marketing strengths and weaknesses?

*Think about how we market strengths and overcome weaknesses.*

Task # 2      Sky Valley is Not for Everybody-Who is our Market?

Describe/profile the types of people who would enjoy Sky Valley Living

Task #3      Where does this profile live? (Where should we generate marketing efforts and \$)

Task #4      How do we reach this market with limited marketing funds? ( print ad, website, cable,  
etc)

Task # 4      What are our priority marketing messages? IE A City in a Valley in the Sky, or a A Cool  
City Year Round-

Task # 5      What are some ways Sky Valley residents can take an active role in selling our  
community?

Conclusion:    Read back and discussion

- Once the secret is out and we have exposed tourists, golfers and home hunters to Sky Valley,
- To attract from our visitors the feeling that Sky Valley is a community to buy into.
- To reduce the inventory of for sale homes and begin again the development of an active community.

**Citizen Input:**

On Thursday, June 14 approximately 24 Sky Valley Residents met to give their thoughts to a marketing plan as well as brainstorm ideas for future marketing. (See attachment for names of participants) The meeting was well marketed and all Sky Valley residents were invited to attend.

Also please note that almost half of the participants first came to Sky Valley through the Time share Program. (to be further discussed)

The brainstorming ideas started as follows.

**What are Sky Valleys' assets and strengths?**

- Cool summer temperatures and enjoyable four season's climate.
- High elevation with awesome views.
- Golf Course now with stable future.
- A Clubhouse/social hub to become available in the one year future.
- Area with fishing lakes, waterfalls and hiking trails.
- Abundant wild life including birds of many varieties.
- Affordable real estate at a variety of price points from under \$200,000 to over a Million dollars.
- Attractive streets and neighborhoods, many with great golf course and mountain views
- Located in a city that has its own police, fire, sanitation as well as zoning and restrictive ordinances to preserve value of homes.
- A safe community with little to no crime.
- Good leadership through the City Council, POA and newly organized Club
- A sense of Community. Great people representing a variety of lifestyles and professional backgrounds.
- POA and City sponsored social events including the best 4<sup>th</sup> of July activities anywhere.
- An active non-denominational chapel with weekly services and church related activities
- Good proximity to shopping, restaurants and social and cultural activities of Dillard, Clayton and Highlands.

**Weaknesses of Sky Valley included:**

- Poor name recognition and therefore not considered in real estate purchases in other areas of the region.
- Lack of cell service in some areas of the Community (being worked on by another committee of Sky Valley)

- No restaurant or meeting facilities (that will soon be taken care of by the 2013 opening of the clubhouse)
- Medical attention available in Highlands and Clayton but most specialists available only in Gainesville and Asheville.
- Aging population.
- Very few children or activities for children and grandchildren.

**It is recognized that Sky Valley is not for everybody-What types of people should Sky Valley be able to attract?**

Those who:

- Want to get out of the heat of the lowlands.
- Who are already considering Highlands or Cashiers but know little to nothing about Sky Valley as well as those Considering Clayton, Dillard or Franklin and are not aware of what is up GA 246.
- Love nature, four seasons, birds, wildlife, hiking, fishing, waterfalls etc. and want a quiet, peaceful and safe place to live.
- Golfers looking for a cool climate and awesome views with real estate at reasonable prices.
- Those who don't need to be impressed by their neighbors nor do they feel the need to impress their neighbors.
- Who appreciate living within natural space but can drive less than 10 miles for just about any kind of restaurant, shop, grocery store, flea market or cultural event.
- Who appreciates a self contained infrastructure of public services including garbage pick-up.
- Who will enjoy the social hub of a clubhouse to meet, greet, eat and drink in the comfort of the community?

**Where do they come from? (Where should we generate marketing efforts and \$)**

It appeared to be a consensus that any areas that we concentrated marketing dollars should be those Sky Valley friendly areas of Gainesville, Macon, Columbus, Athens, Valdosta, Augusta, Columbia SC and Greenville-Spartanburg. Other than that it was felt that those areas within a three hour drive should be primary targets.

**How do we reach this market with limited marketing funds? (print ad, website, cable, etc)**

There are two distinct markets to attract:

- Those who are already here vacationing or looking for real estate in our market.
- Those who are sitting on their hot patio in the low lands dreaming of cool temperatures that need power of suggestion and name recognition and satisfied research to move towards a visit.

Those visiting with in the Market:

This group is studying the territory and will read everything they can find about areas, neighborhoods, attractions and amenities. In our distinct area those people are reached by limited resources including:

- Highlands Laurel and Rabun Laurel Magazines-The Laurels are free and picked up by almost every tourist. It is also in almost all hotel rooms in Highlands. The magazine has the reputation of "forget the stories, just read the ads to find out what's going on".
- Highlands Real Estate Magazine and similar one in Rabun County are the first pick up piece most everybody takes. They are free, in many hotel rooms and lobbies as well as kiosks along the streets.
- Explore Rabun website ([www.explorerrabun.com](http://www.explorerrabun.com)) and Highlands Chamber of Commerce website are usually thoroughly explored by tourists prior to their vacation.
- Weekly newspaper Highlands, (free pick up) Highlander (by subscription) and Clayton Tribune (by subscription) are good in getting information to local residents but do have little tourist appeal.

**To Those already here Name Recognition, and Reinforcement of Name is important.**

- Billboards are great for that. Messages must be short, concise and focused with an inviting and informative website address distinctively placed for further research.
- Other Road Signage  
Visit Beautiful Sky Valley .....
- Rack Cards  
Placed at area Chamber of Commerce Visitors Center, restaurants, convenience stores and retail shops. Rack card should be two-sided to describe golf club on one side and Sky Valley Living on the other.
- Sky Valley front car plates and encourage all property owners, club members and area residents to purchase.

**Those that we need to Nudge toward the area may respond to**

- Cable Television advertisements into markets such as Gainesville, Greenville, Spartanburg, Macon/Columbus, Augusta, Valdosta areas.  
A Sky Valley neighbor from Macon, GA suggested cable advertising use real Sky Valley people from the advertising market to be the marketers on such commercials. IE a group of Macon residents teeing off one of our beautiful golf holes with awesome views talking about why they purchased in Sky Valley. A great way to market Sky Valley!

**Web Site:**

Whether they find the name Sky Valley in a print ad, billboard or rack card, most will immediately go to our website to see what we have to offer. Just like anything else, their first impressions are critical. The current web site is informative but does not have "draw-in" power to get to know the community.

Goal of Website: To assimilate elements of Sky Valley into a visually compatible story presentation alive with great photography showing off the beauty and way of life of Sky Valley Community

Open Web Site to Photography presentation of Sky Valley and neighboring area including Rabun Bald.

Intro Beauty Page would link to

- City
- Sky Valley Living including POA
- Sky Valley Club

### **City Topics (Example only)**

Much as it is which includes:

- History
- Government
- City Services
- Council & Committees
- Agendas & Minutes
- Schedule of Meetings & Events
- Contact Information

It is recommended that the City Web Page layout be compatible in colors, font style with new Sky Valley Living Web Page

### **Sky Valley Living**

- POA
- Weather
- Seasonal and Year round residents
- Seasons
- Amenities /Activities
  - Golf Course
  - Tennis
  - Fitness
  - Hiking Trails and trail heads
  - Waterfalls
  - Birding
  - Gardening
  - Social Schedule/Parties, pancake breakfasts, theme nights/July 4th

### **About the Area**

- Highlands, Dillard, Clayton
- Area Activities
- Meeting our Residents

### **Encourage Resident Blogging**

- Birding
- Wild animal sightings
- About the stars and planets
- Where the great trout live

### **New Discoveries**

### **Real Estate**

- Rentals
- Homes for Sale
- **Sky Valley Club**
  - Golf Course
  - History
  - Hole by hole
  - Golf Activities
  - Clubhouse Plans
  - Clubhouse Renderings
  - Club Membership
  - Golf Overnight Accommodations

### **Video**

A short video of Sky Valley would be a great marketing tool to put on our website, have available in each time-share, assuming there is standard equipment with which it could be viewed; be sent out to real estate prospects and on and on. A picture says a 1000 words and a video would serve as one more effective marketing tool.

### **Timeshare Marketing**

- Better use of Monday morning Timeshare Orientation (average 50 people each week)  
Orientation should include brief orientation of Sky Valley Life Style presented by a representative of the community. Presentation should include hand-outs on Sky Valley Living.  
Orientation of Golf Course activities
- Guest Service Directory to include what to see and do in Sky Valley. Directions to waterfalls and hiking trails. Where to fish? Horseback ride? Whitewater Rafting?
- List of area restaurants in Highlands and Rabun County
- Rainy day activities
- Real Estate Opportunities in Sky Valley.
- A contact person to call for more information

### **Sky Valley Attitude-Internal Marketing:**

- Customer/Guest Service Training for every employee in Sky Valley from Sanitation, Police, Town Hall, to Pro Shop and later Clubhouse staff. The results of this training should be as follows:  
Every staff will be able to:
  - Answer the telephone in a consistent way: “It’s a beautiful day in Sky Valley” or When it over 95 degrees in the lowlands, “It’s 74 degrees and a beautiful day in Sky Valley”. If the caller reminds you that its raining, the response is-“In Sky Valley, a beautiful day is about attitude, not weather”
  - Have a consistent reply to questions concerning Sky Valley Lifestyle, winter in Sky Valley, Number of year round residents and other opinion related questions.
  - Knowledge of what is coming up in regard to social activities in Sky Valley
  - Direct any guest or resident to all Sky Valley amenities. (waterfalls, hiking trails, fishing ponds, town hall etc)
  - Direct any guest or resident to Clayton, Dillard or Highlands as well as to grocery stores, Walmart, Hospital emergency rooms, movie theatre (Franklin); well- known regional waterfalls outside of Sky Valley such as Glenn Falls, Dry Falls, Bridal Veil Falls.
  - Be able to read a map and give general directions to Tallulah Falls, Lake Rabun or Burton, Franklin, Blue Ridge Parkway entrance, Smoky Mountain National Park and Harrah’s.
- Residents must develop an attitude of smiles and friendliness to strangers who may be there new next door neighbor, a time share guest or a real estate prospect.
  - One Community I worked with developed “the wave” mentality that every approaching car deserved a standard mini wave (translated as a smile or hello) People bought there because everyone was sooo friendly.
  - People who look lost should be approached in a friendly way to see if they can help them in any way. (You see these cars perplexingly drive Bald Mt. Road particularly on a Friday early evening)
  - An Ambassador program should be initiated to meet prospective buyers on the golf course or club house and represent the community in many ways.

### **Marketing Messages:**

This area needs some work:

Suggestions include:

- Cool Sky Valley
- Get High on Golf
- Come for a visit, stay for a lifetime

- Sky Valley, a city in the Sky
- Sky Valley, Enjoy the four seasons
- Sky Valley where springs stays for summer (this is the Rabun Chamber of Commerce slogan that I wish we could use)

**Suggested Research to be done:**

- Explore the Certified Senior Living designation as explained by Steve Shepard.
  - What does the certification do for us in regard to marketing?
  - What qualifications do we have to meet for the certification?
  - How does this certification benefit Sky Valley?
  - How is it marketed?
  - Is there a cost?
  - Talk to communities that are participating to find out how it has benefited them.
- Explore Audubon Sanctuary certification of the golf course?  
Start with the Golf Course Superintendent of Highlands Country Club who created their program? Determine eligibility standards, cost and benefit of exploring this in the future.
- Talk with Georgia Traveler television show. How could we be recognized in an upcoming edition? Play on the highest elevation city in the State; waterfalls, hiking trails, wildlife and birding, and of course, a more gentle, tranquil life style of living.
- Talk with free lance writers to determine their interest in writing and submitting stories to state and regional magazines regarding Sky Valley from various viewpoints.
- Send information on Sky Valley from various angles to WSJ and Georgia Trend (members saving golf course; Atlanta Magazine (cool living lifestyle)
- Meet with young families already living in Sky Valley. Listen very carefully to their needs and wants and how they might be willing to promote Sky Valley to young families. Perhaps begin with planning a one week camp next year for children, grandchildren of Sky Valley residents and invite other communities in our area to participate.

**Where do we go from here?**

**Currently in Progress:**

- Billboard to be up and running on 441 N above Ingles with the goal to give name recognition to tourists and visitors. Consideration should be given to Southbound Billboard set between Otto and Dillard.
- Golf Club ads in both the Laurel Rabun and Highlands will be in July issues. Also a Sky Valley living ad has been placed in Clayton Tribune special feature section for July.
- Golf Club rack cards will be personally distributed to all hotel, restaurants and selected stores in Highlands and Rabun County the third week in June. Distribution will be personalized and include an invitation for owners and front line staff to experience a complimentary round of golf at Sky Valley. Pro Shop will welcome these golfers in the same manner they would recognize the

Mayor or the President of the Club. The goal of this endeavor is to offer a courtesy rarely extended to front line people who make recommendations to visitors and tourists on a daily basis. And, to do it in such a guest friendly manner that the personal experience is as good as the golf.

- Sky Valley Membership in both Highlands and Clayton Chamber of Commerce/Visitors Center not only allows us to place our rack cards in the most popular tourist related information center but also to put messages and advertisements, sometimes at little cost on Chamber/Visitor Centers websites. Most first time visitors thoroughly research these websites and plan their trips around information found on it. Both websites are excellent and very informative.  
*It is recommended that Sky Valley advertisements be immediately placed on both of these websites. [www.explorerabun](http://www.explorerabun) costs \$125 a month for front line web site advertising.*
- It is realized that our present website is not up to standards of a community to be recognized. Talks are in the works to hire a professional webmaster to create a website of beauty and substance that will capture the attention of anybody who has turned to the website for more information on Sky Valley. Google ad words will be created to drive people to our site.  
Sky Valley Lifestyles copy will be created in draft by myself and turned over to a hand -picked committee to put the meat on the bones of the format I think will work for us.  
*Goal for new website to be up and running is July 30<sup>th</sup>.*

#### What's Next?

##### Immediate: (Now through end of July)

- It is recommended that every golfer in Sky Valley be enlisted to submit a name of one to two golf clubs including address, email and contact person, from their home area. An enticing marketing letter and choice of Sunday-Thursday accommodations packages will be crafted and sent under the submitters and Board President's signature. These letters will be geared to clubs and golf groups that like to escape to the mountains in hot weather to play golf. Follow up is requested. Packages will include Sky Valley rentals, Dillard House and Highlands Inn Lodge.
- To research cost of putting a Sky Valley Living ad in Highlands and Rabun County Realtors Magazine for the months of August and October.
- Renderings for the completion of the Clubhouse be completed as soon as possible and presented in an attractive fashion in order to be able to continue resident enthusiasm and to present the future of Sky Valley to visitors and real estate clients.
- To begin the design of the next rack card that portrays both the club and the community so that it is approved and ready when it is time to re-order rack cards.
- To begin employee orientation of what's going on in and around Sky Valley. (A foundation for this can be to send a few employees each week to Time Share Orientation done by Marianne Vines. There is no one in this area that knows this region like she does and she would be a great asset to their learning curve.)
- To develop momentum for Bob Rothberg's Group Activity Program-take pictures of groups in action that we can showcase such activities on website.

- To implement group activities such as Sky Valley Yoga classes and any other group activities that may be of interest to local residents. Goal : to market activities that Sky Valley facilitates.

After that: (July-October)

- Engage the community through the POA. We need bloggers to talk about birding, wildlife, Our beautiful sky, weather, antiques, culture, arts and whatever else that I hope will be an element of the new website.
- We need to plant the seeds for an enthusiastic Ambassador's Group to be available to golf or socialize with prospective owners. This group may put together the 10 Commandments of "a community you want to live in" i.e. friendliness, helping lost people, or even a "wave" program.
- Begin to look at how we are doing things. Little things like the Pro Shop answering the phone "it's 74 degrees and another beautiful day in Sky Valley"-that makes a difference.
- To research and make decisions on doing a commercial cable video that can be used on the website.
- Explore with the Time Share Management what can be done within the units to further market Sky Valley.
- City, POA and Club need to discuss each role and how it plays into marketing and money distribution. It is my feeling that Sky Valley is an entity, a community that consists of a city, club and property owners. It is all one and what is good for one benefit all.
- The City needs to discuss modifying its logo. Skiing representing winter months, although a part of historic culture, is misleading and since still so many people think there are still ski slopes there, that part of the logo needs to turn to tubing or just plain snow. The logo is outdated in every way and needs to be redesigned to better fit into today's graphics. It could contain the same elements, but updated in form, shape, graphics and color.
- The City should use this information to begin a branding process for the next decade.
- The potential of a 2013 one week summer children's camp should be explored and decided upon. (Talk to Marianne Vines, Time-share orientation facilitator who puts on day camps at most Highlands clubs.)

The Marketing of Sky Valley is about the buy-in and commitment of Sky Valley residents to develop and nurture an enthusiastic and futuristic "Sky Valley Attitude" that will transcend all marketing components.

"If you don't know where you're going any road will take you"

Lewis Carroll

## Attachment

### Participants:

Ed & Rebecca Dean

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