

**City of Sky Valley  
Marketing Committee**

**Thursday, July 10, 2014**

**10:00 AM**

**Timeshare Meeting Room, 501 Sky Valley Way**

**MINUTES**

Chairman Gurley called the meeting to order.

Those Present: Gurley, Gillespie, Howard, Fogerty, LaMonte, Goodgame, City Manager Lapeyrouse, City Clerk Cantrell.

**DISCUSSION ITEMS**

- Report from Bill Johnson, Marketing Coordinator

Mr. Johnson presented his efforts to date. A report is attached. Highlights include: discussion with online golf magazines about publishing articles about Sky Valley, regional tourism ads, cable TV commercials in Forsyth County. He said he would like to move forward with commercial production using Mr. Tommy Valentine's outline. He believes production costs will be between \$500 and \$600. Gurley said that she is working with someone who might produce the commercial for free. Mr. Johnson said that he has requested rate sheets from other cable advertising areas.

Gillespie made a motion to authorize \$600 of marketing funds for commercial production, 2<sup>nd</sup> LaMonte, unanimously approved.

- Discussion of next advertising steps – print/billboard/cable

The committee discussed other locations for TV commercial and what time slots are the best. Mr. Johnson is still receiving rate sheets from other channels.

Targeted billboard placement was discussed, and Mr. Johnson was tasked with getting locations and prices.

Ideas that were discussed to attract people to Sky Valley:

- Bringing in travel agents
- Halloween event or Fall Fest – We already have hay bales, and this is during peak fall travel time. Costume parade, throw out candy, pumpkin decorating, scarecrow contest. We have time to get an ad in the fall edition of the Laurel = the ads have to be submitted by August 25, and they are delivered in September.
- Reach out to the Georgia Native Plant Society – Sky Valley has flowers that don't grow anywhere else.
- Fogerty suggested hosting an event to show residents how to "like" the Facebook page, post reviews on Trip Advisor

- Gurley said she is working to get some type of signage on Hwy 246
- The Sky to Summit Race on November 8<sup>th</sup> was discussed. City Clerk Cantrell explained a possible problem with the race director not being able to plan an after party at the Club's pavilion. Gillespie said he would help with this. The committee would like to give runners something from Sky Valley. Gift ideas were discussed, but no decision was reached.
- Gillespie said there is a golf tournament in August that will bring in over 100 golfers.
- Georgia Travel Guide/Rabun County Visitor's Guide
 

Most guidebooks will list events on their calendars for free. Annual events on the 4<sup>th</sup>, Labor Day, a Fall Fest were discussed. There is still time to pull together a fall event. Tentative date is the 3<sup>rd</sup> Saturday in October and at the pavilion area.

  - Rabun County Visitor's Guide: ½ page ad is \$775, full page ad is \$1,050. The committee discussed the ad presented by City Manager Lapeyrouse and wants to change the wording to say "All the good things in life". Fogerty made a motion to approve a full page ad, 2<sup>nd</sup> LaMonte, unanimously approved.
  - Georgia Travel Guide: Gillespie made a motion not to advertise in, 2<sup>nd</sup> LaMonte, unanimously approved.

The committee also discussed the city's Facebook page, and City Manager Lapeyrouse said that we have not paid to boost any posts or for ads. LaMonte made a motion to authorize \$500 for Facebook ads and post boosting, 2<sup>nd</sup> Fogerty, unanimously approved.

## **ADJOURN**

Respectfully submitted:

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Mandi Cantrell, City Clerk