

**City of Sky Valley
Marketing Committee**

Thursday, August 28, 2014

10:00 AM

Lakeside Room, Sky Valley Club, 568 Sky Valley Way

MINUTES

Chairman Gurley called the meeting to order.

Those present: Gurley, Fogerty, Howard, Lamonte, Cillo, Potter, Goodgame, City Manager Lapeyrouse, Deputy Clerk Mullins.

DISCUSSION ITEMS

- Resignation of Bill Johnson, Marketing Coordinator – Moving Forward

Bill Johnson submitted his resignation. He had commented that he was possibly not a good fit for Sky Valley's needs. City Manager Lapeyrouse spoke of a potential candidate, Edith Damann, that is currently working with the City of Dunwoody to promote their city. After much discussion the committee agreed that City Manager Lapeyrouse contact Ms. Damann and see if she is interested in the marketing coordinator job.

- Advertising that has happened & what all is planned for the year

Chairman Gurley commended City Manager Lapeyrouse for creating the ad that will be advertised in the Vacation Guide in the Mountains which comes out four times a year. Advertisements will also be in the Rabun Visitors Guide and Atlanta's Season's Magazine. City Manager Lapeyrouse is currently working on submitting an ad in the Georgia Laurel Magazine. In mid September an ad for the Fall Fest will be displayed on Hwy 246. Brochures are currently being printed for Sky Valley and Goodgame talked about taking brochures to nearby ski resorts such as Maggie Valley and Sapphire Valley and get information to possibly link Sky Valley with them on their sites. Cillo said that it would be good to go ahead and place an ad for Fall Fest in the Clayton Tribune.

- Fallfest

The First Annual Sky Valley Fall Fest is scheduled on October 18, 2014 from 10am until 4pm. Gurley said that there would be music as Steve Brett has lined up two bands. Potter said the club will provide hamburgers, hotdogs, drinks, chips, etc for a reasonable price. Cillo is going to check into getting a vendor to sell cotton candy, funnel cakes, etc. The golf club will be open and people will be allowed to utilize the restrooms. So far six vendor applications have been received so the word needs to be spread about getting more vendors. Posters will be placed at local grocery stores, post offices, etc. Fogerty will check on tshirts. Gurley needs help with the children's area. City Manager Lapeyrouse has a face painter. Horton said Joyce is working on getting someone for pumpkin painting since she will not be available. Cathey Turner is working on the scarecrow decorating. Gurley said Ted Freitag has been in contact with people in

Franklin about a car exhibit for antique cars to display. Horton said he would contact the farmer Joyce knows to purchase pumpkins to decorate and sell. There was discussion about the location of vendor space, parking, and a first aid/ info table. Gurley is working on getting people to volunteer in all areas.

The meeting was adjourned.