

Marketing Committee Meeting
Thursday, January 14, 2021
10:00 AM
Sky Valley, GA
Via Teleconference (Zoom)

MINUTES

THOSE PRESENT: Bob O’Keefe, Jim Curtis, Ed Steil, Bill Oliver, Jamie Darrah, Harry Collins, Hollie Steil, Gordon Brand, Doug Hollandsworth, and City Clerk Fleming

CALL TO ORDER

Bob O’Keefe, Chairperson, called meeting to order. Bob commented on the Poss Realty ad, that was in their latest edition. The ad looks great and he thanked Jamie for her role with that.

Approval of Minutes:

November 17, 2020 – Meeting

Harry made a motion to approve the minutes as presented, seconded by Bill, unanimously approved.

Discussion Items:

- **December marketing activities – Doug Hollandsworth**
Doug stated how much he has enjoyed watching the snow via the webcam. He went over some of his promotion endeavors. Ohio Golf Journal Magazine – he is working with them on a Georgia article which Sky Valley will be mentioned. Golf Coast Magazine, he is also working with this magazine concerning real estate ads. He stated that Sky Valley needs to come up with some stay and play packages and also a discovery package for potential buyers. Promoting restaurants in the area along with the weather could be a part of the ads. Also, will be included the award that Sky Valley just won – 2020 Georgia Golf Travel Award for having the best Par 3 in Georgia. Media trips are being plan, starting in the spring, along with working with a national radio show. The two biggest marketing tools for 2021 will be the webcam along with the weather.
- **Discuss use of Steve Dinberg photos and drone videos**
Gordon asked about where the pictures and footage would be used, which Doug gave his suggestions that included being put on the websites. Harry stated that the webcam was one of the best that he has ever seen and thanked Gordon for his work with that. He also inquired about the “Freedom of Information” form that was received concerning the webcam. Bob went over the procedure that is also known as a “Open Record Request” and the supporting documents that were supplied to fulfil this request.

He also went over the City Council approval that is needed for big ticket purchases, for the attendees that were not aware.

The webcam has received high praises and the marketing committee for Rabun County, for which Bob now has a seat, stated that some of the footage could possibly be used through the Chamber of Commerce and Forward Rabun. They have contacts with WSB, which might could help with having our weather broadcasted on their station.

The discussion of the photos and drone videos, included Bill stating that having some success metrics or analytics on the pictures and videos would be helpful in knowing how to move forward. Comprehensive plans are needed for 2021 and also plans to consider with associated costs, to present to the City Council. Bob went over the package deal that Dinberg had presented, the cost being \$16,000. With the total funding in 2020 totaling around \$20,000 this project will be tabled at this time. Doug stated that he would get with Steve to see if a less expensive package could be put together. The Committee agreed that \$8,000 would be a better fit in the budget, at this time. Doug will let Bob know, as soon as possible, if Steve would be able to do that. Possibly having him to shoot only two seasons for this year and the other two next year.

- **Discuss marketing contributions from City and Club**

Bob stated that the Property Owner's Association has already committed \$15,000 to this year's budget. Roy Akin, spokesperson for the Club, stated that they will contribute \$7,000 for marketing - \$5,000 will be given directly to the Committee, \$2,000 will be paid directly to Georgia Golf Trail, and they will again contribute complementary golf and meals to marketing dignitaries that come to Sky Valley. Hollie stated that the City doesn't have, at this time, an exact amount but will still be paying the billboard, at the base of the mountain – monthly \$350 fee, cost of 4th of July fireworks, and the cost of FallFest, if applicable this year. She indicated that she should have a figure by next meeting.

- **Review and Discuss marketing activities for 2021**

Bob went over what had been submitted to the City Council for approval. The items planned for 2021 are: Contract with Doug Hollandsworth/Golf Life Marketing/Georgia Golf Trail, continue City membership in the Rabun County Chamber of Commerce, host the Mid-South Senior Golf Event, sponsor two Rabun County Chamber of Commerce Business after Hours, ads in Mountain Traveler, Mountain Lakes Vacation Guide, NE GA Mountains Regional Travelers Map, Visitors Map to Blue Ridge Mountains of North GA. Possibilities to be determined: Provide drinks/snacks for Sky to Summit Race, contact TV stations to promote Sky Valley's weather, update City website with: "things to do" tab, sell ads on website to local businesses, city own lots posted, promotional Sky Valley video for broadcast. Also, host events such as classic cars show, food truck event, beer fest, hiking groups, golf outings, July 4th events, movie under the stars, splash pad for kids, etc.

Bob asked the members to think of ideas for the committee, ones that they possibly could help with, for the next meeting.

The next meeting date was set for February 11, 2021 at 10:00 a.m.

ADJOURNMENT

Jim made a motion to adjourn, seconded by Ed, unanimously approved.

The meeting adjourned at 11:09 a.m.

Respectfully submitted:


Karen Fleming, City Clerk