

Marketing Committee Minutes

Thursday, February 11, 2021

10:00 AM

Sky Valley, GA

Via Teleconference (Zoom)

THOSE PRESENT: Bob O'Keefe, Ed Steil, Jamie Darrah, Gordon Brand, Doug Hollandsworth, Jim Curtis, Bill Oliver, Harry Collins, and Hollie Steil.

CALL TO ORDER: Bob O'Keefe, Chairperson, called the meeting to order.

APPROVAL OF MINUTES: Bill Oliver made the motion to approve the minutes from the January 14, 2021 Marketing Committee Meeting as presented. Gordon Brand Second the motion, the minutes were unanimously approved as written.

DISCUSSION ITEMS:

- Marketing Update by Doug Hollandsworth

- Sky Valley Web Cam

Doug and Bob commented the Sky Valley Web Cam was working well and has become a great marketing tool for Sky Valley. Bob reported he had received nothing but positive comments from community members about the new Web Cam. Doug stated the Web Cam scenes from the recent snow fall in Sky Valley were wonderful.

- Radio Interview Opportunity

Doug discussed the opportunity for a radio spot about Sky Valley which would be aired on 300 radio stations (Livin' Good Life Radio Show and their website). Doug suggested participating in this radio opportunity

would be a good marketing strategy for reaching millions of people to introduce them to Sky Valley. Bob asked the members of the Marketing Committee to choose a good “spokesperson” to be interviewed for the radio broadcast. Jamie Darrah was nominated by the committee to be the radio representative. Doug promised to furnish Jamie with the questions for this radio interview.

- **Golf Coast**

Golf Coast will have an editorial article about Sky Valley’s real estate which will be available to people in Florida, North Carolina, and Tennessee. This will be completed in March or April.

- **Central – Middle South Florida Social Media**

These publications will have articles and radio announcements about Sky Valley.

- **The Georgia Golf Trail**

This publication had a section of restaurants reviews last year which received favorable responses. This year the publication will include a restaurant section for the area surrounding Sky Valley including Dillard, Clayton, Highlands, etc.

- **Stay and Play Opportunities**

Doug indicated Sky Valley will need to have a real estate “piece” for visitors in order to develop a “stay and play” package plan. Bob suggested the Marketing Committee needed to develop an advisory group (sub-committee to research a “stay and play’ package program.

The following Marketing Committee members volunteered to serve on this advisory group:

- Gordon
- Jim

- The New City Manager (volunteered by Hollie)
- Harry
- Bill
- Doug
- Karla Stahl (Bob will ask her to participate).

While discussing available properties in Sky Valley, Bob reported the SVPOA (the Sky Valley Property Owners Association) already have the current information about available property, homes, and condos posted on their website.

- Harry suggested Sky Valley should investigate using a “clearing house” contact person with a specific contact phone number. This person would need to be familiar with the different opportunities (examples – restaurants, houses for rent, hotel/motels in the area, and include the possibility for renting units with the Sky Valley Time Shares, Inc.) to share with visitors interested in Sky Valley and using a “stay and play” package.

Bill described a similar idea being discussed by the Mayoral Advisory Committee regarding the city considering an employee who would serve as the Concierge for a Sky Valley Visitor’s/Welcome Center. This person could serve like the “clearing house” employee/volunteer and

- help develop relationships with area businesses and
- be able to inform visitors of the Air B&Bs, VRBO and
- work with Sky Valley homeowners renting their homes.

Bob suggested asking Karla Stahl to serve as the representative of the Sky Valley homes owners who are renting their homes.

Jim suggested the committee and city utilize a “virtual Visitor’s Center” to accomplish this goal.

- Marketing Photos and Videos

Photography and video proposal – Bob reported any bid proposal/contract for professional marketing photos/videos would need to be approved by the Sky Valley City Council.

Bill suggested Steve Dinburg's submit a proposal for a two year option. Bob wants Doug to let Steve revise his bid for the committee's consideration due to budget restraints.

Ed suggested the committee consider using a local photographer and ask Moody Barrick to participate in supplying photos and videos for the marketing efforts.

Jamie suggested the committee make sure the photos and videos used for marketing efforts be of professional quality and that these photos represent what the committee deems important to marketing efforts.

Jim suggested both a local and professional photographer could be used.

Gordon suggested the committee would need to define "what we want" in photographs and videos.

- Marketing Committee's 2021 budget

Bob stated the committee will need to know the amount the City of Sky Valley will be able to contribute to the Marketing Committee for 2021. Hollie reported the city's 2021 budget line item for marketing would be made available soon with the hiring of a new City Manager. Bob reported once the funding from the three sources (the City of Sky Valley, the Sky Valley Property Owners, and the Sky Valley Country Club) was finalized, the Marketing proposed 2021 expenditures would be presented to the Sky Valley Council for approval.

- Next Marketing Committee Meeting

Scheduled for March 11, 2021 on Zoom at 10:00 AM.

Bob asked the committee members to come to the next meeting prepared to discuss planning for the 2021 Fourth of July activities.

ADJOURNMENT – Ed made the motion for adjournment, seconded by Jamie. All members voted for adjournment.

Respectfully submitted:

A handwritten signature in cursive script that reads "Hollie Steil". The signature is written in black ink and is positioned above a solid horizontal line.

Hollie Steil, Mayor