

Marketing Committee Meeting
Thursday, March 11, 2021
10:00 AM
Via Teleconference (Zoom)
Sky Valley, GA

MINUTES

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

THOSE ABSENT: Bill Oliver

CALL TO ORDER

Bob called the meeting to order.

Approval of Minutes

February 11, 2021 – Meeting

Jim made a motion to approve the minutes as presented, seconded by Jamie, unanimously approved.

Discussion Items:

- **Marketing Update – Doug Hollandsworth**
Doug went over his marketing endeavors. An email blast through Golf Coast Magazine. A golf article in the Ohio Golf Journal which the writer of this article, Mike May, would like to do some videos of Sky Valley for his social media. A charity golf event at Sugarloaf on June 8th, which Gordon and Harry will provide Sky Valley brochures to put in the golfer’s goodie bags. A media trip for four travel writers is in the works for this summer. Checked with both the Georgia State Golf Association and Georgia PGA on the possibility of holding events at Sky Valley.
- **Radio Interview Update – Doug Hollandsworth and Jamie Darrah**
A nation radio show which Jamie will be a part of, on March 12th. Jamie will have five minutes to promote Sky Valley’s, golf, real estate, and cool temps. A clip will be provided at a later date.
- **Stay & Play Update – Doug Hollandsworth, Gordon Brand, Harry Collins, and Ed Steil**
Gordon has been in contact with Julep Farms, Dillard House and Gate Way Inn concerning accommodation rates for the Stay and Play promotions. Doug stated

options are needed to show where the golfers can stay. Karla Stahl had previously stated that she could be a contact person to help coordinate Sky Valley accommodations. City Hall will provide her a list of the rental owners here is Sky Valley, and their contact information.

Hollie and Gordon will reach out again to Shelly at the TimeShare office to see if there is any interest in renting out their units.

- **Photos & Drone Discussion – Bob O’Keefe**

Steve Dinberg had agreed to rework his proposal, reflecting one year’s service for \$8,000. Other bids, for photos/footage, will be obtained to compare with. A proposal will be submitted to the City Council for approval, by April, hopefully.

- **Rabun County Marketing Committee Update – Bob O’Keefe**

Rabun County has relations with WSB. Roy and Harry met with the WSB representatives on March 9th to discuss Sky Valley’s golf. Nelson Hicks, from WSB, was here to take footage of the course and this should be aired in a month or two.

- **July 4th Activities – All Participate**

Ed stated that the planned activities schedule, needs to be underway. In years past there has been duck races, a parade, and fireworks. The Sid Weber organization usually does a cookout as a fund raiser. Bob stated for all to come to the next meeting with ideas.

The next meeting will by April the 15th, at 10:00 a.m.

ADJOURNMENT

Gordon made a motion to adjourn the meeting, seconded by Jim, unanimously approved.

The meeting adjourned at 11:05 a.m.

Respectfully submitted:


Karen Fleming, City Clerk