

**City of Sky Valley  
Marketing Committee Meeting  
(Unofficial)**

**Thursday, April 16, 2020  
10:00 AM  
Via Teleconference (Zoom)**

**MINUTES**

Those participating: Bob O'Keefe, Ed Steil, Hollie Steil, Howard Beckert, Bill Oliver and City Manager Fast

Each organization was asked to nominate a representative for the Marketing Committee. The approval of prospective committee members will be voted on at the next City Council Meeting, April 28<sup>th</sup>.

Mayor Steil welcomed all the participants online and citizens watching. She thanked City Manager Fast for setting up and managing the meeting and City Clerk Fleming for taking minutes. She stated that for the meeting to follow our City Charter and with the Georgia SunShine Statues, no voting on issues could take place during this meeting, but discussions on the agenda items are encouraged.

Mayor Steil thank Bob O'Keefe for agreeing to chair this Committee.

**Discussion Items:**

- **Previous 2-Way and 3-Way Funding**

A Marketing bank account has been set up by the City. Signatories will be Hollie Steil and Bill Oliver. City Manager Fast will oversee the account. A break down of the 2-Way funding and 3-Way funding was presented. The previous 2-Way Marketing report reflected a balance of \$6,557. The previous 3-Way reflected a shortfall of -\$14,609. The City has covered all the deficit through 2019. The only contribution received in 2019 was \$1,000 from the Club. A report will be dispersed reflecting these numbers.

- **Marketing Committee Structure**

Individual organizations coming together for the promotion of Sky Valley. These organizations are separate but can't act separate, we must act as one, from a marketing standpoint, stated Bob. A holistic plan must be put in place for the marketing of Sky Valley as a whole and in the best interest of the entire community.

Bill Oliver stated that an annual plan is needed with contingencies for when things pop up, which Bob agreed.

Ed Steil stated that the POA must see a plan before any contributions are given. Howard Beckert agrees with an annual plan with contingences because of unknowns like COVID19.

- **Future Funding**

Bob asked the different representatives to determine how much their organization could contribute to the marketing funds. The amount brought in will determine what kind of promotion can be carried out. "If we don't have it, we don't spend it". The budget preparation for the upcoming year for the POA and the CC starts around November, per Howard and Ed, the City's will start around September. Bob stated that since half of the year is almost gone, it will be hard to have an annual plan for this year, it might take a while to get the committee where it needs to be. A ballpark figure is needed to know how to move forward in the planning.

Howard Beckert stated that the Country Club along with the Timeshare Organization have already went in together with some marketing expense. The Club has also renewed their position with Georgia Golf Trail, which has done an excellent job with the articles that have been published. Part of the money that was allocated for marketing, has already been spent.

- **Marketing Committee Representative**

This committee will be made up of representatives from the following organizations: The City, Country Club, Timeshares Organization, and the Property Owners Association. City Manager Fast will be sending out the Ethics Ordinance to each representative along with a copy of the Rabun County Comprehensive Plan. Bob stated that each representative needs to be capable and able to make sound decisions concerning this committee. He asked each representative to come up with goals for the committee and submit to him before the next meeting. These ideas will be compiled and investigated to get the right answers for the marketing.

The determining factor of this committee will be of the Chairman. This committee needs the opinions from each organization, but someone must be in charge to keep things moving.

The citizens were asked to let the members know their thoughts or ideas. Bob gave out his email address, if anyone would like to contact him. He asked that emails be sent out with suggestions, so at the next meeting they could be discussing and not discovering.

The next Marketing Committee Meeting was tentatively set up for, May 14<sup>th</sup>.

## **ADJOURNMENT**

The meeting adjourned at 10:54

Respectfully submitted:

  
Karen Fleming, City Clerk