

Marketing Committee Meeting
Thursday, April 22, 2021
10:00 AM
Via Teleconference (Zoom)
Sky Valley, GA

MINUTES

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

THOSE ABSENT: Tony Allred

CALL TO ORDER

Bob O'Keefe, Chairman, called the meeting to order.

Approval of Minutes

March 11, 2021 – Meeting

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

Discussion Items:

- **Marketing Update – Doug Hollandsworth**

Doug went over some of the things that he is working on since the last meeting: Georgia Golf and Travel's April Newsletter. Golf Cast Magazine article. Working with Florida Golf Alliance to see how to peak interest in the Georgia mountains instead of the North Carolina mountains for home purchases. Georgia News Network promoted the Georgia Golf Tail during the Masters coverage. The National Radio interview with Jamie was postponed until May 12th. This interview will be shared within a week or two after airing. Working with Steve Dinberg, for best placement of photographs and drone footage. Golf event at TPC Sugarloaf on June 7th which Sky Valley Country Club needs to supply something for the golfer's goodie bags, stated Doug. Gordon Brand and Harry Collins will provide a brochure, which Ed Steil stated that more would have to be ordered, along with golf tees. Bob will supply a Sky Valley destination/bumper sticker plus map. Doug stated that he would need these items by the 20th of May.

- **Contributions to the Marketing funds account**

Bob went over the figures for the marketing account. Carry over balance from 2020 was approximately \$4,300. The POA contributed \$15,000 for 2021, SVCC sent in \$2,500 out of the \$5,000 they are contributing. The City will supply a contribution amount later.

- **Discuss photos and drone contract – All members**

Bob stated that an email vote was taken, due to an unexpected event that took him out of town. The members unanimously approved of the contract that Steve Dinberg submitted. At the April 20, 2021, Regular Council Meeting, Bob presented to Mayor and Council, the proposal of Steve Dinberg Photography in the amount of \$8,000. The Council approved the contract. Mayor Hollie Steil will sign the contract on behalf of the Marketing Committee.

The term will cover one year starting in the Spring of 2021, which he will cover Spring, Summer, Fall and Winter. The copyrights will be signed over to the Committee upon receipt of final payment. City Manager Streetman, Harry Collins - SVCC, Ed Steil – POA, will be the contact people for Steve to keep up with special events, etc.

Bill Thies has offered one of his properties for Steve to stay in during his time here at Sky Valley. Mr. Thies has also offered his expertise in the marketing endeavors. He will be asked to be an ad hoc member of the Marketing Committee.

- **Stay and Play packages – Doug Hollandsworth and sub-committee**

Gordon Brand has taken the lead with this project, stated Doug. Emails have gone out to see who would be interested in being apart of the Stay and Play packages. Gateway Inn wants to work with Sky Valley and would offer a 10% discount. A list of Sky Valley rental owners has been compiled and they will be notified to see if interested in being a part of a package deal. Their rental would be listed on the websites as being a part of the Stay and Play in Sky Valley.

- **July 4th Activities**

Mayor Steil is trying to set up a sub-committee to help with this event which could possibly consist of City Manager Streetman, Jim Curtis, Jamie Darrah, Jennifer Arbitter, Elizabeth Truax, Shelly Brown, herself, and Ken with the Fire Department. She has spoken with Jennifer Arbitter, representative for Sid Weber Cancer Fund. They will be having their first meeting of the year next month and will let us know if the BBQ dinner planned for the 3rd, will be pick-up only or sit down. Bob has reached out to 15 different food trucks, but all are already book for that date. Kid's activities, that are not COVID restrictive, will be checked on for this event.

ADJOURNMENT

The next meeting date was set for May 27, 2021 at 10:00 a.m.

The meeting adjourned at 11:25 a.m.

Respectfully submitted:



Karen Fleming, City Clerk