

Marketing Committee Meeting
Thursday, May 27, 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, Tony Allred, Hollie Steil, City Manager Streetman, City Clerk Fleming

CALL TO ORDER

Bob O'Keefe, Chairman, called the meeting to order at 10:03 a.m.

Approval of Minutes

April 22, 2021 – Meeting

Jim made a motion to approve the minutes as written, seconded by Gordon, unanimously approved.

Discussion Items:

- **Marketing Update – Doug Hollandsworth**

Bob read a report from Doug (Doug Hollandsworth was not able to attend the meeting due to being on a Sky Valley photo shoot with Steve Dinberg). The following is what Doug is working on: Email Blasts, Publications, Providing Sky Valley golf trinkets (with Ed's help) for the Sugarloaf Golf Event, and the scheduling of Golf Writers to come to Sky Valley.

Bob thanked Jamie for a job well done on her interview with Tee It Up Radio Show.

- **Stay & Play update – Doug Hollandsworth and Committee**

Bob stated that the Country Club had installed a Stay and Play Package link on their website.

The Stay & Play sub-committee consists of Doug, Jim, Gordon, Harry, Tony, Jamie, and two ad hoc members Bill Thies and Karla Stahl. Karla has reached out to the known Sky Valley rental owners, having to leave messages for most. She has not received many responses back but the ones that have, are very receptive but not willing to give any discounts. Karla stated that there are approximately 300 rental units in Sky Valley with the City only collecting from about 60. That information was later corrected stating the 300 consisted of Clayton, Dillard, Sky Valley, Scaly and Highland's area. Discussions

ensued concerning the best way to collect from all, hotel/motel tax, rentals and what order they should be listed on the Sky Valley websites. Bob suggested that the sub-committee should be communicating with each other, between meetings, along with Doug.

- **Pictures & Drone Video Update – Doug Hollandsworth and Steve Dinberg**
Bob stated that if Doug questions an area, i.e. permissions needed, before Steve takes pictures, to please get back with him as soon as possible, so that there will be no delays. Doug is coordinating with Elizabeth, at the Club, on event schedules for the best interactive pictures.
- **Other Opens – Bob O’Keefe**
No other discussions.

The next meeting date was set for June 24, 2021, at 10:00 a.m.

ADJOURNMENT

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

The meeting adjourned at 11:17 a.m.

Respectfully submitted:


Karen Fleming, City Clerk