

**Marketing Committee Minutes  
Wednesday, June 17, 2020  
10:00 AM  
Via Teleconference (Zoom)  
Sky Valley GA**

**MINUTES**

**Those Present:** Bob O’Keefe, Bill Oliver, Gordan Brand, Hollie Steil, Jim Curtis, Ed Steil, Harry Collins, City Manager Fast, and Doug Hollandsworth

**Those absent:** Jamie Darrah

**CALL TO ORDER**

**Bob O’Keefe, Chairperson, called the meeting to order**

**APPROVAL OF MINUTES**

**Minutes from May 28, 2020 Marketing Meeting were unanimously approved.**

**DISCUSSION ITEMS:**

- **Receipt for monetary contributions from SV Country Club, SVPOA, and City**
  - **Bob O’Keefe reported contributions to the Marketing Committee for 2020 as:**
    - **Sky Valley Country Club - \$2440**
    - **Sky Valley Property Owners Association - \$10,000/\$5000**
    - **The city of Sky Valley - \$4000**

- **Time Share, Inc Status – Hollie and Gordon**
  - Shelley Brown, Time Shares, Inc. Office Manager, had agreed to meet with Bob, Hollie, and Gordon to discuss Time Shares, Inc decision not to be part of the Sky Valley Marketing efforts. An hour before the meeting was to be held, Shelley notified Hollie and Gordon that Mr. Jerry Spurlin, Time Share Board Chairman, had told her not to attend.
  - Gordon contacted Mr. Spurlin and he agreed to meet with representatives from the Sky Valley Marketing Committee when he returned from Florida to discuss the importance of Time Shares participating with the rest of the Sky Valley marketing entities. In addition, Bob stated the city and the Marketing Committee needed to be made aware of what Time Shares, Inc was planning for their business in the future and how it would reflect on the other entities in Sky Valley.
  
- **POA real estate website page – Ed and Jamie:**
  - Ed reported the Sky Valley Property Owners Association’s web site now has a MLS listing internet link for visitors and residents to view current Sky Valley homes for sale, condos for sale, and lots for sale.
  - Ed thanked Jamie for working with POSS Realty to be able to include the MLS link on the SVPOA website.
  
- **Webcam – Gordon**
  - Gordon asked for Doug’s suggestions for initiating a Sky Valley Webcam that would be unique for Sky Valley. Gordon reported he would continue to work with Ken Walton to investigate costs and locations for a possible Sky Valley Webcam.
  
- **Sky Valley Stickers – update, mockups, cost, quantity, distribution vs. sell - Bob**
  - Bob reported Oval Car Stickers had been suggested to serve as a visible marketing tool. Bob thanked Ella for sending proofs from

**Adolph Sign Company to the committee members. Bob contacted Lee at Happy Jack Printing for printed oval stickers and Happy Jack Printing representative reported they can supply these stickers for a cheaper price than the quote from Adolph Sign Company. Bob reported these printing companies would reduce the cost per item if more were ordered.**

- **Ed requested the committee consider a Sky Valley oval magnet option for those people in Sky Valley who will not adhere a sticker to their vehicles. Bob asked Ella to explore the costs of an oval magnet option.**
- **Bob stated he would like these marketing oval stickers to be provided free of costs to Sky Valley citizens. In addition, the stickers could be included as part of a “welcome basket” given to new residents by the SVPOA.**
- **The committee voted unanimously to change the wording on the stickers to read “Sky Valley, GA “.**
- **Bob will request the using of the stickers as marketing tools could be added to the up-coming Mayoral Advisory Committee Citizen’s Survey.**
- **Sky Valley Brochures – how many in inventory? Need to update?**  
**Distribute – Ella**
  - **Bob came across a previously printed trifold SV brochure and asked Ella if she had a JPEG copy of the brochure and if there were any printed brochures at City Hall or in storage. Ella stated she was not aware of any remaining printed brochures and she did not have a computerized copy of the brochure.**
  - **Bob asked Hollie to contact Time Shares, Inc. to see if they still had any of these brochures. Harry reported he had given some of these brochures to Forward Rabun when he delivered the SV Golf Bag.**

- **Chamber of Commerce/Forward Rabun – Bob**
  - Bob thanked Howard and the Sky Valley Country Club for donating a Sky Valley Golf bag, clubs, and brochures to the new Rabun County/Forward Rabun Visitors Center.
  - Bob will meet with Rick Story, Forward Rabun Director, next week and discuss joining the Rabun County Chamber of Commerce and the various levels of membership.
- **Mountain Traveler Magazine –**
  - Bob reported a Sky Valley marketing ½ page ad will be in the next Mountain Traveler.
- **Regional Map & Mountain Lake Publishing – info and copies – Ella**
  - Mountain Lake Publishing contacted Ella this week and wanted to run the same material again – continue \$600 ad. Ella stated this publication is “already out and the Sky Valley ad is already in it”.
  - This publication is disseminated at state parks, Atlanta Chamber of Commerce, the State Capital, Conventions, the Mall of Georgia, Outlet Malls, and in North Carolina (Highlands, Franklin, and Murphy).
  - Ella will send a copy of the Regional Map to committee members. Bob stated he thought Sky Valley should be included in this map and that it would be a good marketing tool for people planning vacations.
- **Doug Hollandsworth – GolfLife Marketing**
  - Doug introduced himself and explained his marketing plans for Sky Valley. He stated that Sky Valley will become a “top priority” in marketing. “the world needs to know about Sky Valley and what this wonderful community has to offer”.

- **Sky Valley needs to be included in the Golf Trail and needs to work with experienced people who are experts in social media both nationally and internationally. Doug wants to help arrange group outings and ask all to contact him. Doug wants to talk to “everyone in Rabun County and find out how Sky Valley can be included in county marketing plans”.**
- **Doug stated his first “email blast” would go to Georgia and Florida and other South East states.**
- **Doug would bring his company’s Real Estate representatives to Sky Valley and will also bring Golf writers to Sky Valley.**
- **Bob discussed the need for a recognizable and unique “brand” for Sky Valley that should be used by all Sky Valley entities.**
- **Bob reported the Billboard and signs on Highway 246 needed to be consistent in wording and graphics and use the Sky Valley Brand. Bob asked, “are we delivering a message that sticks and is recognizable like Nike and Coca-Cola?”**
- **Gordon mentioned the Mid-South Seniors Group (80-100 people) would be visiting Sky Valley August 3-5. This group is likely to re-visit Sky Valley and be potential home purchasers.**
- **Doug stated he planned on bringing groups to Sky Valley and the need for good rental/leasing opportunities was imperative.**
- **Sky Valley Visitors Center -**
  - **Bob state he personally thought Sky Valley needed a visitor Center as part of a viable marketing plan. All members in attendance voice they agreed.**

- **Bob requested he would like to be part of the group that would inspect the current building on Highway 246 as planning for it to be used as a possible Sky Valley Visitor Center was explored.**
- **Improved Internet**
  - **All members present agreed that improved internet services was imperative for marketing Sky Valley to persons seeking to purchase homes in order to be able to work from home.**
  - **Bill Oliver reported the Mayoral Advisory Committee was meeting with Windsteam representatives to discuss the company's future plans for improving Sky Valley's current internet services.**
- **Bob asked all committee members consider items to be included in the city survey in regard to marketing and send suggestions to him.**

**NEXT MEETING DATE – July 8 at 10:00 AM on Zoom.**

**Attending members voted to hold the next meeting on Zoom rather than a face to face meeting.**

**Respectfully submitted:**



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**Hollie Steil, Mayor**