



Marketing Committee Minutes

Thursday, June 24, 2021

10:00 AM

Sky Valley, GA

Via Teleconference (Zoom)

THOSE PRESENT: Bob O’Keefe, Ed Steil, Jamie Darrah, Gordon Brand, Doug Hollandsworth, Jim Curtis, Gordon, Brand, Jamie Darrah, Harry Collins, Jason Streetman, Karla Stahl, and Hollie Steil.

CALL TO ORDER: Bob O’Keefe, Chairperson, called the meeting to order.

APPROVAL OF MINUTES: Jim Curtis made the motion to approve the minutes from the May 27, 2021, Marketing Committee Meeting as presented. Ed Steil Second the motion, the minutes were unanimously approved as written.

DISCUSSION ITEMS:

- Marketing Activities Update by Doug Hollandsworth
- Steve Dinsburg, our contracted professional photographer, has visited Sky Valley several times already and continues shooting high-resolution photos for use in our marketing efforts. Steve is working with Jason Streetman to make it easy for the committee members to visit a “portal” to view the photos already taken. Jason Streetman will email the Marketing Committee members with information in reference to this portal. This portal location and login will be available July 3rd.

- **Steve will need suggested locations for the best place to photograph the fireworks. Jamie suggested he look at the location at the 12th tee box.**
- **Doug reported Steve will need accommodations to stay in Sky Valley to take photographs during the July 3rd Independence Celebration events. Karla Stahl offered Steve accommodations for July 2nd and July 3rd. The present committee members thanked Karla.**
- **Steve will also need help finding citizens he can photograph around the different venues in Sky Valley.**
- **Doug reported on the current marketing campaign in the print marketing media. Doug reported the Golf Coast Magazine sends out “email blasts” about Sky Valley to Southwestern Florida and gets over one half million views per month. The Golf Coast Magazine email blasts contain information about Sky Valley real estate, the cooler temperatures, and great “things to do” around Sky Valley. The Golf Central Magazine gets over 100, 000 views per month. Their website views receive over 500,000 views per month. There are current plans to continue with this message about Sky Valley later in the summer and this fall. Starting on Monday, a three-day social media campaign will focus on the Independence Day celebration. A minimum of 150,000 people will view these posts. These social media posts will continue to be posted twice a month.**
- **Doug reported he will continue to schedule additional radio spots this summer both in Georgia and nationally. He discussed our last radio “spot” narrated by Jamie Darrah. Jamie agreed to continue to be our “radio rep”. The committee agreed she did a wonderful job representing Sky Valley and plans are made for her to do additional radio marketing.**
- **A media person, (Bill Bower) is coming up to visit Sky Valley and play golf on June 20th and 21st. He represents media coverage in North Carolina and**

South Carolina. Stan Audrey representing Golf Georgia Magazine and several newspapers will come up in August.

- Doug stated we needed to focus on getting a “point person and or a place to find out about Sky Valley”. Jamie stated the city needed to get the Welcome Center “going again”.
- We need to continue to focus on the great things about Sky Valley in our “drive market”. Hollie remarked this endeavor was “still in the hopper”.
- Stay and Play Opportunities

Bob reported “expense and coordination” are continuing issues when setting up possible “stay and play” venues and packages. The Club and local businesses contacted did not want to participate by offering “special deals” or “special packages”.

It was suggested the participating organizations involved in the Sky Valley Marketing Committee add suggested “places you can stay” and “here’s where you can eat”, as well as local events to their websites. Bob suggested “we need to do something impressive as well as not expensive”. He added this needs to be part of our website.

- Website

The committee members agreed the current website and social media are not engaging, not easy to navigate, and needs to be re-done and be a focus of the Marketing Committee. Bob suggested we need to find someone or a company that would fit into our budget to redesign an engaging website. Bob reiterated this needed to be a major focus for the Marketing Committee. Jason has investigated the current city website company contract and stated there is a 60 day “out” build into the contract.

The committee members discussed the focus of the current city website. Bob stated he thought the city website should be all inclusive instead of having several websites about Sky Valley. Bob and Jamie reported the website needs to be easily accessible and to be “more friendly” .

Ed Steil reported he felt the city should investigate hosting their own website.

Ed explained the advantages for having a hosted website that includes governmental as well as marketing information easily accessible. Hollie suggested we investigate the possibility of contacting Rick Story from Forward Rabun to find someone in Rabun County that might help us with our website. Karla suggested we contact a local college student or North Georgia College, Western Carolina University, etc. for website help. Karla said she would ask the student helping her if he would be interested in helping us. She continued that working on a website (writing copy, posting) certainly is a lot of work and really is a full-time job. Ed suggested the sub-committee register a new domain name as a beginning to the process of a better website. The sub-committee dedicated to the website (Jason, Hollie, Debbie Dalhouse, and Jamie) will need to meet to start this process.

- Marketing Funds

Bob reported the Marketing Budget has a “carry-over” of \$4200 with a balance of \$9200.

For 2021 the SV POA donated \$15,000 and the SV Country Club committed \$5000. Hollie reported the city sent Forward Rabun 40% of the collected Hotel/Motel tax which is earmarked by the State for “promoting tourism” and that amount is \$11,000.

Jason reported the city could donate \$3000 in addition to the monies spent on the Billboard at Highway 441 and 264 (\$345/month). Jason reported the additional \$3000 from the city’s “culture and recreation line item” could also be earmarked as marketing funds. Hollie agreed for Jason to move these monies for this purpose.

Jim suggested the entire Hotel/Motel tax revenues be earmarked for expenditures of the Marketing Committee projects. Hollie suggested this issue be discussed by the Council when budgeting for 2022.

Hollie asked Bob, as our representative on the Rabun County Marketing Group, to do an evaluation of how this the city's funds toward this endeavor benefits Sky Valley. Hollie asked Bob to investigate Forward Rabun helping us with funds towards a better website and he agreed to do so.

- Next Marketing Committee Meeting

Scheduled for July 22, 2021, on Zoom at 10:00 AM.

ADJOURNMENT – Ed made the motion for adjournment, seconded by Jim. All members voted for adjournment.

Respectfully submitted:



Hollie Steil, Mayor