

**Marketing Committee Meeting**  
**Wednesday, July 8, 2020**  
**10:00 AM**  
**Via Teleconference (Zoom)**  
**Sky Valley, GA**

**MINUTES**

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

**CALL TO ORDER**

Bob O'Keefe, Chairperson, called meeting to order and thanked Ella for her work on the new City's website as it looks really good. He urged everyone to take a look at the new website if they haven't done so already.

**Approval of Minutes**

**June 17, 2020 – Meeting**

Bob suggested a couple of changes to be made to the minutes. First correct a misspelled word on page five, brining should be bringing and second change, the next meeting date to July instead of August. With the changes, Bill made a motion to approve the minutes, seconded by Gordon, unanimously approved.

**Discussion Items:**

- **Marketing Plan Update – Doug**

Doug Hollandsworth gave a progress report. He feels top priority is travel/golf packages for the groups coming to Sky Valley. Rentals are need along with visibility on the website via the webcam. The temperature showing on website so we can show that Sky Valley is the highest and **coolest** city in Georgia. He is working on setting up meetings with Country Club staff, Rabun County and Highland's representatives. He is working with two travel writers for fall articles. The new Georgia Golf Trail has an article under restaurants featuring the Dillard House and it also mentions Sky Valley. Another email blast going out this month. He suggested updating the POA website and to condense all the Sky Valley websites into one easy to navigate site.

Bob, Hollie and Ed met with Rick Story at the new Welcome Center for Rabun County. He stated that they have done a beautiful job with the facility and encouraged all to check it out when they open to the public. Bob has also visited the Welcome Centers in Franklin, NC along with others.

Bob asked the members to navigate through the new City website before the next meeting to share their thoughts on any improvements needed concerning the efforts for marketing.

- **Timeshare Contact – Gordon**

Gordon and Hollie met with the Timeshare President, Jerry Spurlin. Jerry is aware of the updates that needs to be done on the Timeshare property but are struggling financially. They have approximately 3,750 timeshare weeks but around 860 are in default. A company is being brought in to help with the resales. They are not renting any on the weeks currently, due to potential sale of that week. Jerry is hoping funds from the sales would allow updating the property such as painting of the fence at the timeshare office, cleanup playground area and laundry building.

Bob had asked Hollie if the Special Project Committee could take on the task of doing the painting of the fence and adding sand to the playground. Other volunteers have offered to help with this project. Hollie had mention that some help might could be offered to Jerry concerning painting and he stated that the laundry building would have to have some structural work done first.

- **Webcam Progress – Gordon**

Gordon has done in depth research on this item. He is more inclined to go with ResortCams.com which offers with the purchase of a \$6,000 camera, free streaming for the life the camera, which could be 10 to 15 years. Also includes free maintenance on the camera. Bob stated that a decision will be made soon.

- **SV Visitors Center – Bill**

Bill, Hollie, Dan McAfee and Bob met at the building on 246 to go over possibilities of the building. Bill will be meeting with an architect on Saturday to discuss their thoughts and to obtain a proposal for some conceptual drawings. Bill stated that whatever the building is used for it needs to project the quality of Sky Valley.

- **Citizens Survey – Bill**

Bill stated that the survey is finalized. It will be going out via email and if no email, a postcard will be sent. The survey will be sent out around July 15. Responses will be aggregated/ranked and presented to the City Council to show what the citizens want to see improved or added.

- **Advertising Update – Bob**

- **Sky Valley Stickers and Magnets – Bob**

- **Sky Valley Brochures– Bob**

Bob stated that the Mountain Traveler had dropped of some magazines at City Hall; great article on Sky Valley. Sky Valley will be in 2021 Regional Map. Explore Georgia will

drop off some magazines with an ad for the County Club in it, which was used to make a brochure. That brochure possibly will be given to the August Golf group in a goodie bag. This brochure is the only one that has been done at this time.

The consensus for the use of the 246 building is for it to be used as a welcome center/community building with a conference room. This idea will be presented to the City Council.

The City give a required portion of the hotel/motel tax collected to Forward Rabun to spend on direct marketing of Sky Valley. Rick Story had indicated that Forward Rabun could possibly pick up the cost of the Sky Valley Stickers and Magnets.

Bob asked City Manager Fast to get a quote on changing the image on the billboard at the foot of the mountain. He believes a directional sign is needed at the intersection of 246 and Mud Creek Road.

The City owned properties were discussed, clear titles, selling individually versus grouping.

Gordon talked about the Mid-South Seniors Group, which will be arriving August the 3rd. This group will consist of 60 golfers and 20 non-golfers which will be staying in Sky Valley for four days. The first night a reception will be held for them. In the past the 3-Way Committee has given \$600.00 and he was asking if the Marketing Committee could donate \$750.00 this year. He explained the difference would be due to inflation. Harry made a motion to approve donating \$750.00 for the reception, seconded by Bill, unanimously approved. Hollie, as Mayor, will be speaking at the reception. Doug will see what he can find for the goodie bags.

Hollie stated that City Manager Fast could possibly get together email addresses for the owners that rent out their properties, so they can be contacted for future bookings. Hollie also stated that she is working with a professional videographer that will give a proposal for a promotional video to post on the website and at the Rabun County Welcome Center.

Jim had requested a copy of the committee financial statement to be sent out, courtesy of City Manager Fast.

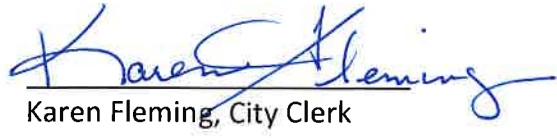
Jamie suggested after "crowd gathering" opens back up that Sky Valley should host a Business after Hours.

#### **ADJOURNMENT**

Bill made a motion to adjourn the meeting, seconded by Ed, unanimously approved.

The meeting adjourned at 11:11 a.m.

Respectfully submitted,

  
Karen Fleming, City Clerk