

**Marketing Committee Meeting**  
**Thursday, August 13, 2020**  
**10:00 AM**  
**Via Teleconference (Zoom)**  
**Sky Valley, GA**

**MINUTES**

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

**CALL TO ORDER**

Chairman Bob O’Keefe called the meeting to order at 10:00 a.m.

**Approval of Minutes**

**July 8, 2020 – Meeting**

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

**Discussion Items:**

- **Recap of Senior Golf Event – Gordon**

Mid-South Seniors had 53 golfers that played 182 rounds, plus around 20 non-golfers in the group. It was very beneficial to the Club because they played Monday-Thursday, which are slower days of the week. Gordon stated that this was a positive event for Sky Valley. He had spoken to one of the participating couples and they were pleased with the City, appreciative of the cooler weather, hospitality, condition of the golf course and plan to come back this fall. He also stated that this event had an economic impact of roughly \$30,000 to \$40,000. Goodie bags were given to the golfers which contained golf balls, golf tool, stickers, map of NE Georgia Mountain Traveler Association that consisted of a Sky Valley ad.

Hollie had attended the reception for them and stated that they were a wonderful group of people with positive feedback about Sky Valley.

- **Marketing Update – Doug – contacts with local businesses, hotels – photos from Club & Ella – photos and drone video**

Doug had problems getting connected and was not present until later. Bob gave a recap of what is happening. An email blast has gone out along with a digital magazine which mentions golfing in Sky Valley and eating at the Dillard House on pages 26 & 27. High

resolutions pictures are needed. Doug has been in contact with a professional photographer to put a package together with possible drone footage containing each season.

A notice was sent to Bruce Turner, Chairman for the Special Projects Committee, making him aware that these pictures/footages will be taken and posted for a long time. Notice also to be given to TimeShares of Sky Valley for their scheduled updating projects.

- **Webcam – Gordon – discuss and commit, so we can install well before the next season**  
Gordon has been in contact with Mike from ResortCams and confirmed the \$6,000 purchase price. Bob stated to go ahead and purchase the camera and have it installed within the next two months. Discussion over where to install, along with asking for volunteers to install, ensued. Power and internet service are needed and will dictate where this camera will go.

The footage from this camera could be accessed from the POA, Club and the City's website.

- **Website – add temperature to main page – supports “the coolest city” aspect, condense all websites material as much as possible, “a one stop shopping” info. resource for City, POA, Club, Travel, etc., developer attend meeting?**  
Bob requested that the temperature be shown on the City's website soon, so that it could show that we truly are a “Cool City”. City Manager Fast stated that she would check on getting this on the City's website. Gordon also suggested showing a link to click on for the Sky Valley weather forecast:  
<http://www.wunderground.com/dashboard/pws/KGADILLA11>

Bob asked for suggestions to help Gordon with ideas concerning weather on the website. Volunteers are needed for research and leg work, he stated. Hollie Steil volunteered Ed Steil which he agreed to help along with Ed Morley, outside of committee, volunteered to help with location of camera.

City Manager Fast stated that as of date that the committee has \$10,868 in account with \$3,000 already committed. No other print money will be spent this year for advertisement, per Bob. Bob asked that each organization, (City, POA, and Club), give an amount before next meeting, that they will commit to for the 2021 marketing budget. City Manager Fast has reached out to three different entities to suggest placing ads on the new website with no response from them. Bob and Hollie along with Jamie stated that they will go talk to them personally.

- **SV oval stickers and bumper stickers – Bob**  
The stickers have been printed and the cost will be paid by Forward Rabun which was previously agreed upon. The cost is \$750.00 for 500 oval stickers and 500 bumper stickers. Opinions were requested on how to distribute the stickers.
- **Resident Survey – Bob**  
Has been completed and will be summarize and shared at a later date.
- **Timeshare Update – Hollie – repairs?**  
In progress.
- **Visitor/Welcome/Community Center Update – Bill – drawings?**  
Bill stated that this is still in progress and should have something in a week or two.
- **Advertising – ad designed for the NE GA Map, EXPLORE GA**  
Dues to funds, no additional advertising, possibly, for the rest of the year.
- **Billboard and road sign – Ella**  
City Manager Fast talked about the expense of the billboard, at the bottom of the mountain, which the City will pay until end of this year, \$335.00 monthly.
- **City Owned Properties available for sale and advertising – Ella**  
Will be discussed at a later date.
- **Emails of current property owners who rent homes – Ella**  
Very few email addresses are at hand.
- **Business After Hours Event – Jamie**  
On hold.
- **Facebook/Twitter – must use and update**  
On hold.
- **Contact list from old Visitor Center – Hollie**  
Hollie stated that she has the list but that it is not in usable form. Bill offered to put the information in a word document or excel spreadsheet, if Hollie would scan and send what she has.
- **Promotional Video – Hollie**  
Hollie stated that a proposal would be received by next week.

Next meeting date was set for a Thursday, September 10, 2020, at 10:00 a.m.

**ADJOURNMENT**

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

The meeting adjourned at 11:10

Respectfully submitted:

  
Karen Fleming, City Clerk