

**Marketing Committee Meeting**  
**Thursday, August 26, 2021**  
**10:00 AM**  
**Via Teleconference (Zoom)**  
**Sky Valley, GA**

**THOSE PRESENT:** Bob O’Keefe, Gordon Brand, Ed Steil, Harry Collins, Jim Curtis, Jamie Darrah, Mayor Hollie Steil, City Manager Streetman, and City Clerk Fleming

**CALL TO ORDER**

Bob O’Keefe, Chairman, called the meeting to order at 10:05 a.m.

**Approval of Minutes**

**July 22, 2021 – Meeting**

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

**Discussion Items:**

- **Marketing Update – Doug Hollandsworth**  
Doug presented his monthly report which consisted of the following: Social media report written by Mike May about his stay in Sky Valley, which was on Facebook, Twitter, Instagram, and LinkedIn. Also on social media, “Georgia Golf Trail”, which features a snippet about Sky Valley, each week. Bill Bauer is coming to Sky Valley next month and will be writing about his visit on a blog and his website. Steve Dinberg will be back for late summer shots and also fall pictures.
  
- **Website Updates – City – Hollie Steil and Debbie Dalhouse Curtis**  
**Visitor/Marketing – Bob O’Keefe and Jamie Darrah**  
Bob stated that another meeting concerning Sky Valley website(s) would be happening that afternoon. They will be meeting with a local website designer to talk about the existing sites and possible future website for visitor/marketing. Jamie has been researching different municipalities websites to see how they are structured for comparisons. The websites would be linked together, Sky Valley’s websites along with Explore Rabun and Forward Rabun.
  
- **Other Topics (finances, print media) – Bob O’Keefe**  
Bob went over the Marketing finances. At the end of the year, the anticipated balance should be \$7,419. There are still two large ads that will be coming out in the Fall which was deducted. The year end balance will help fund the new Visitor/Marketing website.

Bob had asked the Committee members to focus on what needs to be added to the website(s) for marketing which will be discussed at the next meeting.

The 2021 Hay Bale Trail is underway and Gordon volunteered to oversee the Marketing Committee's Hay Bale design.

The next meeting date was set for September 23, 2021, at 10:00 a.m.

## **ADJOURNMENT**

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

The meeting adjourned at 10:50 a.m.

Respectfully submitted:



Karen Fleming, City Clerk