

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

**MINUTES**

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

**THOSE ABSENT:** Bill Oliver

**CALL TO ORDER**

Bob O'Keefe, Chairperson, called the meeting to order

**Approval of Minutes**

**August 13, 2020 – Meeting**

Jamie made a motion to approve the minutes of the August 13<sup>th</sup> meeting, seconded by Gordon, unanimously approved.

**Discussion Items:**

• **Marketing Update – Doug Hollandsworth**

Marketing emails are going out along with a newsletter sent out to about 200,000 contacts along the east coast. Bill Byer from the Golf Writer has played the course, loved it, and will be reporting on it soon. Doug is meeting up with Glenn Drake and a couple of his agents, which Glenn is the owner of one of the largest real estate companies in Georgia, to play golf and showcase Sky Valley. The Golf Travel Writers are coming October 7<sup>th</sup> and will be writing about their experience. This will be share with their media outlets and the publication would be out this Fall. Steve, a professional photographer, will be coming up September 22<sup>nd</sup> and 23<sup>rd</sup>. He will be taking photos at different times of the day and will put together a presentation of his work. The photo shoot is at no cost but hopes for a future contract.

• **Webcam Discussion and Decision – Gordan Brand**

The desired location for the camera is on the roof line of the Club House because of the internet accessibility. The camera will need to be mounted on a steel post and be hard wired in with a cat 5 or 6 line, along with fireproof caulking around the wire. The decision was made to get a cost of having it professionally installed because the installers need to be low voltage certified. ResortCams can provide this service and a

quote will be obtained for the cost. To have the camera install at the Club would need an approval from the board. Harry will put on the September 14<sup>th</sup>, Club Agenda, for approval.

There was a discussion concerning having an accurate temperature reading to display. It will be investigated to see if there is a source for accurate readings so it can be linked with the City's website and webcam.

Once everything has been approved, ResortCams will send the invoice to the City's address, for payment.

- **Website Discussion – Ella Fast**

The temperature along with the webcam footage can be added to the City's website at a cost of \$600.00 – \$700.00.

- **Promotional Video – Hollie Steil**

A proposal was received from Shanna concerning a promotional video. Three different package deals were given by her but are out of range for this year. A local guy that has done work for Forward Rabun will be contacted to see if another quote can be obtained.

- **Promotion & Events – Bob O'Keefe**

Bob had sent out an email asking for the different entities to present their estimated contribution for next year's budget. He went over the finances, as of date, which included the cash on hand, \$14,669 – Anticipated Expenses \$9,425.00 (Ads and Camera/Installation) leaving a balance of around \$5,300. The members agreed to the changing of the billboard image, that is at the bottom of the mountain, at a cost of \$600.00. Also, Bob wanted to go in halves with the POA on the cost of the goodie bags that will be presented to the new homeowners, at a cost of \$75.00.

The Club had stated that they could contribute \$3,500 to \$7,000 for next year's budget. They have requested the proposed plan for the 2021 budget.

Bob had looked over the results from the recent survey and stated that the number one response on how people heard about Sky Valley was: 1. Family and Friends 2. Real Estate Website 3. Social Media. The comments included updating of signage, coordinating logos, giving a uniformed look.

Jamie had recommended purchasing a full-page ad in the Poss Realty advertisement book for \$850.00, the members were in approval.

Bob had asked the members to come up with ideas for next year's marketing endeavors and have that for the next scheduled meeting.

Next meeting was set for October 8, 2020 at 10:00 a.m.

**ADJOURNMENT**

The meeting adjourned at 11:00 a.m.

Respectfully submitted:

A handwritten signature in blue ink that reads "Karen Fleming" with a horizontal line underneath the name and a small dash at the end.

Karen Fleming, City Clerk