

Sky Valley Marketing Committee Minutes
Thursday, September 23, 2021
10:00 AM Via Teleconference (Zoom)

In attendance: Bob O’Keefe, Doug Hollandsworth, Jason Streetman, Ed Steil, Gordan Brand, Jim Curtis, and Hollie Steil

Call to Order: Bob O’Keefe (Chairperson) called the meeting to order.

Approval of Minutes: Bob asked for a motion to approve the minutes from the Marketing Committee Meeting held on August 26, 2021. Ed Steil made a motion and Jim Curtis seconded the motion. All approved the minutes as written.

Discussion Items:

- **Marketing Update** – Doug Hollandsworth
 - Doug reviewed the “Today’s Marketing Notes” (emailed document to Marketing Committee members) with the attending participants. He reported on the Golf Central Magazine article written by Mike May which was sent to over 100k around the Southeast both in print and on-line. Doug reported Mike did posts on Facebook, Twitter, LinkedIn for three straight days last week.
 - Bill Bauer’s, (media person) visit was “rained out last month and he is coming up next Tuesday and spending the night at one of Bill Thies’ houses. Bill will play golf on Wednesday morning and he will be “reporting back”.
 - Steve Dinberg (contract photographer) will be coming up to Sky Valley to take photographs of the changing fall leaves. He is planning to come on October 18th and 19th. He is staying at one of Bill’s houses. Steve will reserve November 1-2 to take fall photos in the event the leaves are not at their peak in October. Hollie suggested Steve would need to take photos of the 2021 Sky Valley Hay Bale Trail and possibly create a video with his drone of this “hay bale trail”. The Hay Bale Trail will be completed by the participants on October 22nd. Doug would like to participate in the Hay Bale Trail and have a bale for the “Georgia Golf Trail”.

- Coming soon another two-page article only on Sky Valley (not just golf) will be promoting Sky Valley real estate, and things to do around the area.
- Doug is working on getting another couple of media people to come this fall when the trees are in full color.

- **Website Update – Bob O’Keefe**

- There have been three working meetings regarding the City’s website attended by the Website Sub-Committee (Bob O’Keefe, Debbie Dalhouse-Curtis, Jamie Darrah, Jason Streetman, and Hollie Steil). Progress has been made on this project. The City Manager explored three companies regarding new websites. The sub-committee talked to Ron Lawson of Lawson Media Company (a local company developing websites in conjunction with Forward Rabun, Rabun County Chamber of Commerce, and Explore Rabun) and found Ron’s company very competent and reasonably priced. Bob said the Marketing Committee was recommending two (but connected) new websites be developed. One website for government business and one for tourism. Debbie Dalhouse-Curtis mapped a government website and Jamie Darrah mapped a tourism website.
- The cost for developing a tourism website (quoted by Ron Lawson) was \$3750. Bob reported this cost for the marketing/tourism website could be covered with current marketing funds. The quoted maintenance fee (includes continued updating of the websites - \$160/month), as reported by Jason Streetman, would be paid through city funds since this fee covered both updating the government website and tourism website. Jason reported he would sign this agreement and would be the “point of contact” with Lawson Media. Jamie and Debbie agreed to serve as creative consults from the Marketing Committee.
- Bob asked for a motion to hire/approve Watson Media to create the tourism website. Jim made a motion and was seconded by Gordon. The committee voted unanimously to go forward with this contract.

Financial update of the Marketing funds – Bob O’Keefe

- \$7419 is the current Market Fund balance
 - \$3750 for creating Tourism Website (Watson Media) will be deducted from the current fund balance
 - Bob reported the committee funds may need to make a payment to Bill Theis for cleaning fees for his rental properties since he graciously allows the media persons a place to stay in Sky Valley.
 - Hay Bale expenses (props and decorations for Marketing Hay Bale) may need to be paid.
 - Bob said he would like for the Marketing Committee to be able to start with some funds for next years' marketing endeavors.
- **Sky Valley Hay Bale Trail – Bob O’Keefe**
 - Bob reported the mayor had expressed her desire to enhance the 2021 Sky Valley Hay Bale Trail by asking local business and groups to participate.
 - Bob attended an Explore Rabun Meeting (as the Sky Valley Marketing Board representative) and he reached out to this group to help encourage other businesses to participate in the hay bale trail. Forward Rabun and the Clayton Tribune agreed to work on this effort. He sent some information about the hay bale trail to these organizations. Next year we hope to get even more participation.
 - Gordon agreed to “head up” the Marketing Committee’s hay bale entry. Gordon had asked for additional ideas for the Marketing Committee hay bale creation. Gordon asked for a decision for the decoration – he loved the ideas that had been already made. Gordon summarized the key ideas. He loved Jim’s idea of a witch flying over the moon with Karla’s banner of “Sky Valley’s Temps are bewitching”. Other ideas were discussed. A motion to accept the design was made by Jim and seconded by Doug and it was accepted by the committee.
 - Doug would like a Georgia Golf Trail hay bale depicting a white golf ball.
- **Discussion with Steve Dinberg about videos**

- Bob asked questions to clarify videos being produced
 - How will they be used? (WSB, internet, etc.)
 - Will there be a voice-over?
 - Music?
 - Images we need from Steve
 - Showcase Golf
 - Club Activities (dinners, firepit, new patio, indoor events)
 - Different seasons
 - City Events (example: Fourth of July events)
 - Hay Bale Trail
 - Final SVPOA Pancake Breakfast (Oct 9th)
 - Waterfalls
 - Surrounding area activities
 - Croquet
 - Pickle Ball players
 - Walking Trails
 - SVPOA Going Away Event (October 20th)
 - “Night-Time” photos of houses (outdoor shots) and their scenic views
- Doug emailed Steve and said he has photos of the SVPOA breakfasts and croquet players, he will need to take photos of pickleball ball players. Steve has photos of the swimming pool and tennis players. He took photos of people walking the waterfall trail. No photos have been made of a “gathering” inside the club or pickleball players.
- **Adjournment**
 - The next meeting of the Marketing Committee was set for Thursday, October 28th at 10:00 AM.
 - Bob asked for a motion for adjournment – Ed made a motion and Gordon seconded the motion. All members voted to accept the motion.

Hollie Steil

10/29/2021

Respectfully submitted, Hollie Steil

Date