

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

MINUTES

THOSE PRESENT: Bob O'Keefe, Ed Steil, Gordon Brand, Jamie Darrah, Jim Curtis, City Manager
Fast and City Clerk Fleming

THOSE ABSENT: Bill Oliver and Harry Collins

CALL TO ORDER

Bob O'Keefe called the meeting to order.

Approval of Minutes

September 10, 2020 – Meeting

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

Discussion Items:

- **Marketing Update – Doug Hollandsworth**

Doug was not present as he was meeting with the Golf Writers and had asked Bob to read his report that he submitted. He stated that next Tuesday there would be between 10-12 agents from Drake Realty, coming to Sky Valley. He requested that Hollie and Ed meet them at the Club around 10:00. A tour of Sky Valley will be given, headed up by Jim, a welcome bag from the POA, a light lunch, then golf in the afternoon. Gordon will help with the tour also. Bob had thanked the Club for their part in accommodating the "dignitaries" that come in to help promote Sky Valley.

A monthly email blast has gone out to approximately 53,000 across the Southeast.

The photographer, Steve, came up for a couple of days to take photos of Sky Valley along with a drone produced video. He will put together a presentation to see if the committee would like to purchase this package.

The "traveling couple" that has many connections through social media, is here in Sky Valley, at this time.

Doug is working on a couple of golf promotions for 2021, with the State.

- **Webcam Update – Gordon Brand**

Gordon stated that the camera had been received and given to Zane at the Club. The installation date will be done during the week of the 12th. Gordon had talked to Kenny, representative, and he stated that the temperature could be added to the footage that the camera will supply. Gordon asked the members to view the different examples of footage presentations on ResortCam.com to see which setup is preferred. A banner is needed on the footage and opinions are requested on what information to display.

- **Poss Realty Ad Update – Jamie Darrah**

Jamie stated that the deadline for the ad was this coming up Friday and the ad will be displayed in the November edition. She has talked to Rick Story with Forward Rabun about Business after Hours. He stated that they would talk about whether or not they are ready to start scheduling events, such as this, and will let her know.

- **Promotional & Events Update – Bob O’Keefe**

Bob had stated that the destination/bumper stickers are available for distribution. Anybody that would like to pick them up could go by the Pro Shop or City Hall. A notice will be sent out by email announcing this.

Susan Piontkowski had asked Bob about the Marketing Committee supporting an event that will be taking place in Sky Valley on November 14 & 15. This will be a 25K and 50K race, called Sky to Summit. Bob stated that the SV destination stickers could be given to each participate and a reusable banner, 2x6, announcing the event could be purchased for around \$60.00 and place at the entrance, beginning the week before the race. The committee members were all in favor of purchasing a sign that can be used each year, as needed, and also supplying stickers to the participants.

Bob had sent out the proposed billboard image to the members. This image would cover the entire billboard. All members were in favor of the new image. There was a discussion of who maintains the areas around the signs and billboard. Gordon stated that the Club has been mowing around the signs and would check on why they have stopped.

North Georgia Mountain map image has been created and approved.

Bob thanked the POA for giving \$15,000, for the upcoming 2021 budget. Also, thanked the Club for setting an amount of \$3,500 to \$7,000 after they receive a summary of the 2020 budget and the projected 2021 budget. A definite amount will be given by the end of the year. Bob stated that he will be working on this report and hopes to have it by the next meeting.

- **Goals & Plans for 2021 – Open Discussion – All members contribute, please**

Gordon suggested supporting golf outings along with hiking and waterfall outings.

Ed suggested looking into what is drawing people to buy here in Sky Valley so that can possibly be built upon.

Bob had talked about the renewal of Doug’s contract for another year. All members were in favor of contracting with him for another year.

Discussion on bringing in food trucks during different events ensued. Hosting classic car shows also was talked about. All depends on COVID-19 and the possibility of having gatherings next year.

Jim had brought up the idea of cleaning up the surrounding hiking trails. Bob had asked him to get with Bruce Turner with Special Projects Committee and to check into grants for obtaining this thought.

Jamie will check on the cost of destination ads in Southern Living and Garden and Guns. Jamie also suggested hosting another Beer Fest as was done previously.

Bob had asked the members to email him with any more thoughts or items for discussion.

The next meeting date was set for the 12th of November.

ADJOURNMENT

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

The meeting adjourned at 11:12 a.m.

Respectfully submitted,



Karen Fleming, City Clerk