

**Marketing Committee Meeting
Thursday, October 28, 2021
10:00 AM
Via Teleconference (Zoom)
Sky Valley, GA**

MINUTES

THOSE PRESENT: Bob O'Keefe, Ed Steil, Jamie Darrah, Jim Curtis, Harry Collins, Mayor Steil, City Manager Streetman, and City Clerk Fleming

THOSE ABSENT: Gordon Brand

CALL TO ORDER

Bob O'Keefe, Chairman, called the meeting to order.

Approval of Minutes

September 23, 2021 – Meeting

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

Discussion Items:

• **Marketing Update – Doug Hollandsworth**

Doug went over the current endeavors which included an article in Golf Central Magazine by Mike May, newsletters and email blasts that have gone out concerning Sky Valley. He is already working on a few things that will happen next Spring which includes a meeting next week with the Department of Agriculture and Georgia Public Broadcasting.

Karla Stahl asked how Sky Valley could be acknowledged in the Economic Development/Department of Tourism magazine, that is offered at the Welcome Centers. Doug stated that he would check on the price of an ad.

• **Photos and Drone Update – Doug Hollandsworth**

He thanked Bill Thies for the generous use of his house for Steve's stay during his photoshoot. Doug stated that Steve needs photos with individuals in them such as on the walking trails, pickleball courts, and nighttime scenes. Steve already has photos of the 4th, Hay Bale Trail, Pancake Breakfast, and Croquet.

Bob asked for any additional pictures that could be added to the photo library. Roy Akin stated that he could supply pictures taken during Country Club events. Bob talked about the need for trail maps, something to show locations for trail heads. Jim stated that this is in the works as he is a member of the Special Projects Committee also. They are working with the Georgia Mountain Regional Commission to develop such a map.

- **Hay Bale Report – Gordon Brand**

Gordon was unable to attend the meeting, but kudos went out to him for his work on the Hay Bale Trail display. The theme was “Sky Valley temperatures are bewitching”, which displayed a witch flying over a moon.

Bob had shared the information, about the hay bale trail, with Rabun County asking if any business would like to participate. The timing was off as the cut off date for ordering the hay bales had past, but several businesses had shown interest and was asked to keep this in mind for next year.

- **Website Report – Jason Streetman**

Jason stated that Ron and Mike have built the basics for the two websites, City of Sky Valley and Visitor’s/Marketing Sites. They have a sandbox site that can be accessed so someone can see where they are with the changes/creations. Jason will send the login information to the sub-committee, for any input. The Lawson Media Group hope to be finished by the end of this year.

- **Other Items – Bob O’Keefe**

Bob shared that Forward Rabun decided to purchase space in the home game programs for the Hawks and Braves. This will be an ad in 122 different programs starting in November, for the Hawks and next April for the Braves. The cost of the ad will come from the Hotel/Motel tax that the cities contribute.

The marketing account should have a carry over balance of about \$3,000, for the beginning of next year.

Hollie had asked if a couple of questions could be presented to the new property owners:

1. How did you find out about Sky Valley?
2. What made you decide to buy in Sky Valley?

She requested that the Property Owner’s Association and City Hall add this to the information given to new owners.

Harry made the announcement that the Club has a new manager, Chris Clark.

Gordon will be meeting with Mr. Spurlin with the TimeShare Condominium Association concerning rental availabilities.

The next meeting date was scheduled for December 2nd, at 10:00 a.m.

ADJOURNMENT

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

The meeting adjourned at 11:00 a.m.

Respectfully submitted:

A handwritten signature in blue ink that reads "Karen Fleming". The signature is written in a cursive style with a horizontal line underneath the name.

Karen Fleming, City Clerk