

**Marketing Committee Meeting
Tuesday, November 17, 2020
11:00 AM
568 Sky Valley Way (Sky Valley Club)
Sky Valley, GA**

MINUTES

THOSE PRESENT: Bob O'Keefe, Ed Steil, Bill Oliver, Jamie Darrah, Doug Hollandsworth, Hollie Steil, and City Clerk Fleming

THOSE ABSENT: Gordon Brand, Jim Curtis, and Harry Collins

CALL TO ORDER

Bob O'Keefe, Chairperson, called the meeting to order and conducted a roll call. The reason for the in-person meeting was so a presentation could be given by Steve Dinberg, professional golf photographer.

Approval of Minutes

October 8, 2020 – Meeting

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

Discussion Items:

- **Updates – Marketing, Golf Writers and Drake Agents Tour – Doug Hollandsworth**
Doug went over his monthly marketing report. He stated that the traveling media couple has posted the first article concerning Sky Valley. Mike May, a golf writer, that works with GGT has done a radio show and put a blurb out concerning Sky Valley on Facebook, Twitter, and LinkedIn. He is working with two Florida golf publications. Talked about Drake Realty's trip to Sky Valley.

He introduced Steve Dinberg, golf photographer, which presented the recent footage of Sky Valley. Steve was commissioned to take still shots along with drone footage for updated pictures of Sky Valley. He put in three days of work for this presentation. Opinions and questions were taken, and he stated that a proposal would be submitted by end of week. This footage could be use as a marketing tool, which would consist of every season with a variation of events and activities.

- Webcam Update – Gordan Brand
- Chamber of Commerce Event and Poss Realty Ad Update – Jamie Darrah
- Promotional Update – Stickers, Sky to Summit Race, Billboard - Bob O’Keefe
- Ideas/Goals for 2021 – Review and Add Items – All Participate

Bob stated that the current financial statement would be sent out to each member. He thanked Gordon for his work with the webcam, Jamie for scheduling Business after Hours, Jim for putting together the tours for Drake Realty, the Club, POA, and the City for their financial support.

He went over an accomplishment report for 2020. The report consisted of the list of contributors and amounts given. POA - \$15,000, City of Sky Valley - \$4,000, Sky Valley Club - \$2,440. Additionally, the Club contributed meals, rounds of golf, lodging and meals to certain visiting dignitaries through the course of 2020.

Established branding for Sky Valley which consisted of adopting a mountain view logo and slogan “Georgia’s Highest and Coolest City” with stickers being made up with this logo. There was a contract signed with Doug Hollandsworth for help in the promotion of Sky Valley. Joined the Rabun County Chamber of Commerce with the mayor having a seat on the board. The Sky Valley POA website was updated to include real estate available. The purchase of a webcam and installation on top the roof of the Club. A few sponsored events were conducted, along with ads published for the promotion of Sky Valley.

Bob went over some tentative idea/possible goals for 2021. Topics included putting VROB.com on our website along with Airbnb, hosting events, produce promotional video of SV for broadcast, continuing ads in Regional Visitor map and Mountain Traveler Magazine and Vacation Guides. Also, contacting TV stations to promote “Georgia’s Highest & Coolest City” during summer months and Georgia Department of Industry & Travel/Tourism to see benefits.

Jamie stated that she had checked on the cost of ads in Southern Living along with Gardens and Guns. Ads cost between 18,000 to 30,000. She is going to submit a story idea to Gardens and Guns concerning Sky Valley in hopes that they would be interested.

ADJOURNMENT

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

The meeting adjourned at 12:42 p.m.

Respectfully submitted:


Karen Fleming, City Clerk