

**Marketing Committee Meeting**  
**Thursday, December 2, 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, Gordon Brand, City Manager Streetman, and City Clerk Fleming

**CALL TO ORDER**

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

**Approval of Minutes**

**October 28, 2021 – Meeting**

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

**Discussion Items:**

- **Marketing Update – Doug Hollandsworth**

Doug stated that new media writers came up in November and their write-ups will be published around the first of the year. Steve Dinberg will be working on getting some Winter photos and also Spring. Doug listed some 2022 endeavors that he is working on, which includes golf tournaments, email blasts, media groups, and social media. Doug also stated that with emails and social media, over one million people have been reached in 2021.

Bob asked Doug if he was able to obtain the cost of putting an ad in the Economic Development Magazine that is available at the Welcome Centers. Doug said that he has not but what he has observed is that very few of the magazines are taken by visitors and that the ads are very expensive, which probably would not be a good marketing tool for the cost. Bob asked Jim if any more progress had been made concerning Sky Valley area trail maps. Jim stated that Jason had checked with Georgia Regional Commission and they can make such a map. Bob asked Jim he would stay abreast of this project which he stated that he would.

- **Website Report – Jason Streetman**

Jason stated creation and modifying of the two websites, City and Visitor’s/Marketing, are making progress. The address for the new marketing website is [visitskyvalleyga.com](http://visitskyvalleyga.com)

and it should be finished by the first part of 2022. The webcam will be linked to this site also. Jason suggested that the website sub-committee get together to view the site for comments. Bob asked Jamie is she would oversee the aesthetics of the site which she stated that she could. Bob also stated that the videos on the site, as of date, are just place holders that will be used to upload Sky Valley videos.

- **Other Items – Bob O’Keefe**

Bob stated that photos and videos are needed showing activities with people. These will be added the Sky Valley library for use in marketing and/or websites.

Rabun County are purchasing ad space in the home game programs for the Hawks, this season, and the Braves, next season. The cost of the ads will be provided by the Hotel/Motel Tax, generated funds.

The POA and City Hall will ask on their new homeowner’s form where they heard about Sky Valley and what made them decide to purchase here.

Bob stated that he had originally committed to two years, heading up the Marketing Committee, and that time is up. This is his last meeting before stepping down and he thanked all the members for their time and input. The Committee has accomplished a lot, during this time. The members returned the thanks to him for his leadership.

The next meeting will be announced, at a later date.

## **ADJOURNMENT**

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

The meeting adjourned at 10:47 a.m.

Respectfully submitted:

  
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Karen Fleming, City Clerk