

Marketing Committee Meeting
Friday, January 28, 2022
10:00 AM
Via Teleconference (Zoom)
Sky Valley, GA

MINUTES

THOSE PRESENT: Gordon Brand, Ed Steil, Jamie Darrah, Harry Collins, Carol Robinson, Mayor Hollie Steil, City Manager Streetman, and City Clerk Fleming

THOSE ABSENT: Jim Curtis

CALL TO ORDER

Gordon Brand, Chairman, called the meeting to order at 10:04 a.m. He welcomed Carol Robinson, Sky Valley Country Club Representative, to the Committee. Gordon stated that he was excited to serve in this new capacity as Chairman and thanked Bob O'Keefe for all that he accomplished during his tenure.

Approval of Minutes

December 2, 2021 – Meeting

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

Discussion Items:

Marketing Update – Doug Hollandsworth

Doug talked about what he is currently working on which included some new media contacts in Indiana. Also, met with the owners of Ohio Golf Journal and Michigan Golf Journal at the PGA Show in Orlando. He worked a deal with Southern Golf Fairways to be in their quarterly issue.

Sky Valley was listed in [Golf Central Magazine](#) as winning best Par 4 on the trail under the 4th Annual Georgia Golf Travel Awards.

Steve Dinberg came up during the recent snow but had trouble navigating the icy roads, so he was unable to get any winter photographs. Debbie Dalhouse and Jamie had suggested checking with Jen DaCastello and Moody Barrick to see if they could use some of the photos that they took.

Website Report – Jason Streetman

Jason stated that the visitskyvalley.com has went live. The website needs to be customized, focusing more on Sky Valley.

Jamie has been doing some tweaking of the new website; stating that more Sky Valley activities and pictures are needed. A sub-committee meeting was set for February the 4th, to go over the website recommendations.

Forward Rabun Marketing Board – New Member Jamie Darrah

Gordon thanked Jamie for taking Bob O’Keefe’s seat on the Forward Rabun Marketing Board.

Budget 2022 – Gordon Brand: Carry Over Funds, Monetary Contributions from City, POA and Club, and Expenses

Gordon stated that the carry over balance for 2022 is \$2, 724. 93. The City has contributed \$15, 000 and Gordon asked if the Property Owners Association and Sky Valley Country Club could specify how much that they would be able to contribute for 2022. Gordon said that he would reach out to TimeShares of Sky Valley to see if they can be a part of the Committee this year. Ed, Jim, and Harry will be a part of a budget sub-committee to work on a projected budget for 2022.

Any Changes, Additions to our Marketing Goals, Programs – Gordon Brand

Ed suggested for Gordon to talk with Bob O’Keefe to see if he had any other endeavors in mind for the Committee.

Hollie stated that she would like to see more information being put out concerning the area trail systems, pickleball courts, local VRBOs.

Debbie Dalhouse stated that the compiled questions for the POA survey list was ready, if approved. The questions are for new home owners that are joining the Property Owner’s Association, and they would consist of questions like: How did you hear about Sky Valley, What were the determining factors for buying at Sky Valley, Most important reason for buying in Sky Valley, What year did you purchase, How many years did you consider buying in Sky Valley before doing so, and What age range do you belong in (which will be listed as optional).

Next Meeting Date

The next meeting date was set for February the 24th, at 10:00 a.m.

ADJOURNMENT

Ed made a motion to adjourn, seconded by Harry, unanimously approved.

The meeting adjourned at 11:07 a.m.

Respectfully submitted,


Karen Fleming