

**Marketing Committee Meeting
Thursday, April 28, 2022,
10:00 AM
Via Teleconference (Zoom)
Sky Valley, GA**

MINUTES

THOSE PRESENT: Gordon Brand, Ed Steil, Jamie Darrah, Harry Collins, Mayor Hollie Steil, City Manager Streetman, Carol Robinson, Jim Curtis, Debbie Dalhouse, Doug Hollandsworth, and Communication Specialist McCarthy

THOSE ABSENT:

CALL TO ORDER

Gordon Brand, Chairman, called the meeting to order at 10:03 a.m.

Approval of Minutes

March 24, 2022 – Meeting

Jim Curtis made a motion to approve the minutes as written, seconded by Jamie Darrah, discussion ensued regarding discussion from the last meeting involving Forward Rabun's "Lets go for ride", the pros and cons of a once per year bike ride, further conversation will follow; unanimously approved.

Discussion Items:

Marketing Update – Doug Hollandsworth

Doug talked about his marketing efforts. State run visitor centers and new brochures going into the centers. The Savannah visitor center averages 3,000 visitors per day. Jim Curtis asked for a copy of a brochure, Rhonda McCarthy also asked for one to add to the city's social media endeavors. Doug discussed a concentrated focus on the Eastern US market for Sky Valley. Further discussions and observations that folks who may want to visit Sky Valley or play golf find it hard to find accommodations to visit.

Jim Curtis asked about the status of discussions with Harrison Merrill and Merrill possibly doing some type of development within the City. Mayor Steil commented that discussion have continued; however Merrill lots of projects in the works and Sky Valley may not be a priority at the moment.

Website Report – City Manager Streetman and Jamie Darrah

City Manager Streetman stated that some of the efforts have been stalled due to the fact that Communications Specialist McCarthy has had to devote time to helping with the absence of a deputy city clerk. Now that a clerk has been hired and onboarded, she can resume that focus. City Manager Streetman thanked Ms. McCarthy for her help in this endeavor. Furthermore, Streetman stated that the city has had continued efforts with Lawson Media and their maintenance of the website. The “bones” of the site are well established and just need some tweaking to customize the content. That Communications Specialist McCarthy will be working with Mike Lawson tomorrow to aid in continued improvement. Jamie Darrah stated she shared in the thoughts made by Streetman.

Forward Rabun Marketing Board Meeting Report –Jamie Darrah

Jamie stated that Forward Rabun is busy doing a lot of things and they are really pushing for a digital /online focus. Also, lots of advertising in magazines and sports related programs to include the Atlanta Braves, the Atlanta Hawks, and the University of Georgia football team. Forwards Rabun’s focus has been very county based vs. a specific area or city within the county.

Sky Valley Time Share Meeting Report – Gordon Brand

Gordon Brand reported that he, Mayor Steil, Jamie Darrah, and Doug Hollandsworth met with Jerry Spulin with the times shares on March 25, 2022. The consensus was the meeting was not very productive as Mr. Spurlin did not bring much input to the meeting. Doug Hollandsworth stated that this was unfortunate as he felt like the marketing efforts could help the time share. Further discussion was that with changing dynamics in the way that people seek accommodations when they vacation; people are leaning more to Air BnB’s and VRBO’s vs. time shares and the time share may be experience cash flow issues due to those changes in trends. Harry Collins suggested the group should explore their contacts as there are folks who specialize in working with entities like this who may be experiencing difficulties such as being discussed. The group as a whole concluded they everyone will brainstorm ideas, network with their respected contacts and revisit this issue in the near future.

Revised Visit Sky Valley Logo- Communications Specialist McCarthy

Rhonda discussed the new logo, lots of ideas, many competing and hard to narrow down. The group consensus was that it looked good, we needed to go with something, and it could always be changed in the future.

Sky Valley Marketing 2022 Budget, review contributions and recommendations of approval of expenses to forward to the city council for final approval – Gordon Brand

Gordan Brand stated that he had learned that marketing expenses has to be approved by the city council. Furthermore, he stated the bank balance for marketing was a little over \$15,000 and the committed donations from the POA and Club would be \$5,000.00 each. This combined total would bring funds available for marketing efforts over \$25,000.00.

Gordon Brand stated that Doug Hollandsworth was soon to be for renewal. Gordon stated that he had asked Doug Hollandsworth to revise his contract to run from June 2022 to December 2022 vs. a June 2022 to June 2023 agreement. This was to align the expenditure with the City's fiscal year that ended in December of 2022. In addition, any additional agreement with Doug would be approved for 2023 in the 2023 budget by council.

A motion to approve the seven (7) month contract for Doug Hollandsworth was made by Jim Curtis and seconded by Carol Robinson, no further discussion and passed unanimously.

Discussion of doing another contract for \$8,000.00 with photographer Steve Dinsburg ensued. Harry Collins asked do we really need any more photos. Much discussion about the focus of the photos and their heavy focus on golf. Jamie Darrah stated as she read the proposed contract, it was really geared toward golf, and it was felt a more comprehensive approach to life in Sky Valley should be captured in pictures beyond just golf. Further discussion was that there were times that there were opportunities to capture great photos and Dinsburg was not in the city and that maybe someone closer to the city may be a better option. Doug Hollandsworth stated that Dinsburg is always receptive to coming up to Sky Valley but needed notice of events to capture like pickleball tournaments, croquet and hiking events, etc.

Doug Hollandsworth stated that Dinsburg would be receptive to include all of the things discussed beyond golf if he knows in advance that things are happening. Gordon Brand stated that he would try to help Dinsburg keep informed and the group should approve the deal now instead of waiting another month. A motion to approve the Dinsburg contract for \$8,000.00 contingent that he modifies his contract to incorporate the other things as discussed and beyond golf be added. A second by Ed Steil and passed unanimously. Carol Robinson stated at 11:45AM she had to leave.

A motion to approve all other expenditures proposed that did not involve a contact be approved for the city council to consider. Motion made by Harry Collins and seconded by Ed Steil, passed unanimously.

Other business- none

Next meeting date Thursday May 26, 2022- Gordon Brand

Gordon Brand stated the next meeting would be May 26, 2022, unless anyone had any issues, and none given.

Adjournment-

Motion made to adjourn by Jim Curtis, seconded by Ed Steil and passed unanimously and the meeting ended at 11:50AM

Submitted by:



Jason Streetman
City Manager