

Marketing Committee Meeting
Thursday, May 26, 2022
10:00 AM
Via Teleconference (Zoom)
Sky Valley, GA

MINUTES

THOSE PRESENT: Gordon Brand, Jamie Darrah, Ed Steil, Jim Curtis, Harry Collins, Mayor Hollie Steil, Doug Hollandsworth, City Manager Streetman, and City Clerk Fleming

THOSE ABSENT: Carol Robinson

CALL TO ORDER

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

Approval of Minutes

April 28, 2022 – Meeting

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

Discussion Items:

Marketing Update – Doug Hollandsworth

Doug and Steve Dinberg are working on a 30 second video to use for the promotion of the July 4th events this year. Videos will be sent out to people all over the southeast, targeting drive time people. Fred Altvater, media mogul, will be coming to Sky Valley June 20-22. Doug suggested that an invitation for him to eat at the Country Club be given, and the opportunity for him to talk to some of the Sky Valley residents, to obtain their perspectives on why it is so nice living here in Sky Valley. He is sending out his monthly email blasts. Sky Valley was one of the Members of the Month, for May that goes out to over 100 – 150K travelers. One of the new media partners, eSouthernGolf, is scheduled to do a story on Sky Valley in the new future, which will be picked up by Apple News. New England Golf will also be doing a story on Sky Valley. Doug is still working with a couple of Florida real estate groups that will hopefully showcase Sky Valley this summer.

Jim had asked how Sky Valley will be marketed to the New England region and Doug stated as an alternative to the Florida heat also to the ones that decide to move halfway back.

Gordon stated that the 4th of July video was wonderful and needs to be posted on the websites.

Doug stated that Steve Dinberg will post all new pictures/footage to the portal and the Committee can choose their preferences. He also said what will sell Sky Valley is the pictures showcasing events/parties. Ed stated that the POA "Welcome Back Party" will be held June 5th at 6:00 p.m. Mayor Hollie Steil asked Doug if Steve would be able to come to that event, which he stated that he would check with his schedule. Harry asked for Fred Altvater's itinerary for his stay, so the Club could set something up for a meal.

Website Report – Jason Streetman and Jamie Darrah

City Manager Streetman stated that Rhonda, Communication Specialist, is no longer employed with the City so no further work has been done on the website. Jamie stated that she is meeting with Helen Kleiber, a long-time resident of Sky Valley, to obtain information for the history tab on the website.

Forward Rabun Marketing Board Meeting Report –Jamie Darrah

Jamie reported that Forward Rabun is still advertising for the area. The County is also adding bike trails. Mayor Hollie Steil asked about advertising for the 4th and Jamie said to give her the timeline for the events ASAP, and she will pass them on.

Revised Visit Sky Valley Logo – Gordon Brand

City Manager Streetman stated that the revised logo has been uploaded to the website.

Sky Valley Time Share Follow-up Comments from the April 28th Meeting – Gordon Brand

Gordon read from the last minutes, Harry's idea about exploring people who help struggling entities, in the hospitality business. The consensus of the Committee is to wait until Sky Valley TimeShares ask for help. Gordon will talk with Mr. Spurlin, president, to offer the help if and when needed, and to ask what was decided at their last board meeting.

Sky Valley Marketing 2022 Budget– Gordon Brand

Gordon stated that the City approved the 2022 Marketing Budget Expenses and Mayor Hollie Steil stated that she would sign the GolfLife contract when received.

Other Business

Gordon asked the Committee to make a list of pictures/footages that they would like to see added to the photo library, and to obtain dates for upcoming events, which will be forward on to Steve Dinberg. He will also reach out himself to the different Sky Valley entities for event dates. Mayor Hollie Steil asked if Steve would be sending photos to the same link as before and was answered, yes. She stated that she would send Gordon a contact list for the SV entities. Jamie stated that when the dates are received that she would mark the website calendar of the upcoming events.

Next Meeting Date – Thursday June 23, 2022

Committee agreed to this meeting date at 10:00 a.m.

ADJOURNMENT

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

The meeting adjourned at 10:57 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