

**Marketing Committee Meeting
Thursday, August 25, 2022
10:00 AM
Via Teleconference (Zoom)
Sky Valley, GA**

MINUTES

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

CALL TO ORDER

Gordon called the meeting to order at 10:02 a.m.

Approval of Minutes

July 7, 2022 – Meeting

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

Discussion Items:

Welcome Roberta Walton

Roberta Walton, representative of the Sky Valley Country Club, was welcomed as a member of the Marketing Committee. Roberta replaced Carol Robinson on the Committee.

Marketing Update – Doug Hollandsworth

Doug went over his monthly report which consisted of: Fred Alvater, owner of three magazines, which came to Sky Valley with his family, last month. A write-up plus a video podcast featuring an interview with him and Howard Beckett, was featured in each, online. Sky Valley was mentioned on the cover of each magazine. Great exposure for Sky Valley. Doug came up for the "Super Seniors Golf Tournament" and he met with Howard to talk about some new ideas for marketing. He has a new article coming out about North Georgia Golf in Golf Central Magazine which will be out in September. Sky Valley will be featured in this article. He is continuing with the email blasts and working with two radio shows to get someone from Sky Valley on their show.

Welcome Bags for the Midsouth Senior and GSGA Golf Groups – Gordon Brand

Jamie had put the bags together for the groups and talked about the contents in each. Gordon and Roberta handed out the bags for the GSGA group and the Midsouth Senior group. The groups appreciated the bags along with the personal welcome from Gordon and Roberta.

Website Update – Jason Streetman and Jamie Darrah

Jamie stated that Debbie Dalhouse is finishing up with the final touches and the Lawsons are in the process of updating the sites. She also stated what is listed under the restaurants and activities tabs are looking good and will continue to improve. Jamie has been talking with a person that might be interested in helping with the sites on a contracted basis not as an employee of the City. She will put together a quote and submit it for approval.

Forward Rabun Marketing Board Meeting Report –Jamie Darrah

Forward Rabun's budget has been cut and they will be eliminating some advertisements but even with that Rabun County is still very well advertised. Rabun County will have advertisements in the Atlanta team's, Braves and Falcons, schedules.

Storage site for Photographer Steve Dinberg's Photos and Videos-Jason Streetman

Doug had brought up an external drive that Steve had uploaded to. The photos and videos will need to be gone through to see what to keep and what not to keep. Also needed, someone to create different files/categories so they can be organized. There was a discussion on how to share the files. Jamie and Ed had agreed to be a part of this endeavor.

Fall Edition, North Georgia Vacation Guide in the Mountains Ad – Gordon Brand

The ad has been updated. Jamie has made the photos brighter and changed some of the wording. Gordon thanked her, for all of her work.

Sky Valley Marketing 2022 Budget Update– Gordon Brand

Gordon explained that the Committee can make line-item changes, but the overall budget cannot be exceeded.

Sky Valley Stickers – Jamie Darrah

Forward Rabun had agreed to pick up the cost of 500 additional destination stickers. The stickers can be found at City Hall and the Pro Shop.

Sky Valley Webcam (set up a system to check that the webcam is operating) – Gordon Brand

The webcam is working now, as it was out for almost two weeks. A power adapter had been mistakenly unplugged. Gordon stated that he will monitor the webcam to make sure it is up and running.

Sky Valley 2022 Hay bale Trail – Gordon Brand

The hay bale trail will coincide with Fallfest this year, October 15th. There will also be a hay bale contest which even more hay bales are anticipated this year.

Sky Valley 2022 Fallfest

The Special Projects Committee is working on the coordination of this event. Ken Walton is conducting a t-shirt design contest for the Fallfest shirts that will be sold.

Next Meeting Date – Thursday September 29, 2022

The date was set for Thursday the 29th of September at 10:00 a.m.

ADJOURNMENT

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

The meeting adjourned at 11:14 a.m.

Respectfully submitted:


Karen Fleming, City Clerk