

**Marketing Committee Meeting  
Thursday, October 27, 2022  
10:00 AM  
Via Teleconference (Zoom)  
Sky Valley, GA**

**MINUTES**

**THOSE PRESENT:** Chairman Gordan Brand, Roberta Walton, Jim Curtis, Ed Steil, Mayor Hollie Steil, City Manager Streetman, City Clerk Fleming, and Doug Hollandsworth

**THOSE ABSENT:** Jamie Darrah and Harry Collins

**CALL TO ORDER**

Gordan Brand called the meeting to order at 10:11 after a quorum was met.

**Approval of Minutes**

**September 29, 2022 – Meeting**

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

**Discussion Items:**

**Marketing Update – Doug Hollandsworth**

Doug stated that he and Steve Dinberg were here on Tuesday taking more Fall photos, videoing, and drone footage. Steve is working on a new 30 second video for Fall, which will be used in many aspects of marketing. Planning is underway concerning a Fall radio show out of Coastal Georgia. Doug asked for a volunteer to participate, and the Committee suggested Jamie. An article coming out in November addressing Sky Valley's Real Estate/Activities. Negotiating with some media people for some Spring exposure.

**Website Update – Jason Streetman and Jamie Darrah**

Jason stated that the Lawsons are continuing with maintaining the websites. He is interviewing an applicant next week that applied for the Communication Specialist position.

**Forward Rabun Marketing Board Meeting Report –Jamie Darrah**

In the absence of Jamie, Gordon read her comments sent via email. She stated that some of the things going on now and will continue the rest of the year includes: Discover Georgia brochure and app, a new Atlanta Magazine publication, Savor Georgia, Atlanta Parent Holiday issue, 2023 Explore Georgia Travel Guide (co-opted with Dillard). They are also renewing

contracts with Travel, Taste & Tour, Oxford American, Powerplay Marketing (sports programs and USA Today Travel books), Fox5 and WSBTV.

**Photos, videos for Steve Dinberg to shoot for the Sky Valley photo gallery – Gordon Brand  
Photo shoot Monday October 3<sup>rd</sup> - Photo shoot FallFest October 15<sup>th</sup> - Photo shoot Tuesday  
October 25<sup>th</sup> & Wednesday October 26<sup>th</sup>**

Doug talked about the October 3<sup>rd</sup> photo shoot which included photos of City employees, Sky Valley Way culvert, and residential houses.

Gordon stated that Steve is still looking for activities with people before the end of the year. More winter photos are needed. He read Jamie's comments which included: more shots of Sky Valley are needed that doesn't include the golf course. Some of the photos need to be taken with a zoom or closeup. She stated that she had picked up the hard drive from Jason and will start to organize as time permits. She questioned where the 2022 photos will be stored, and stated that an online site is needed to upload photos to.

**Photographer Steve Dinberg Photos and Videos, set up files/categories, how to share – Ed Steil, Jamie Darrah, Jason Streetman**

Jason stated that the Lawsons had suggested uploading to Google Cloud. Hollie suggested that the photos and videos be displayed, at the new City Hall/Visitor's, and that the new Communication Specialists could organize the photos by categories.

**Vacation Guide-Holiday Edition ad – Gordon Brand, Jamie Darrah**

The Committee thought the ad looked great and thanked Jamie for her endeavors with putting the ad together.

**Sky Valley Marketing 2022 Budget update – Gordon Brand**

Gordon stated that the 2022 expenses will be taken care of as budgeted and should end the year with a carry over balance. He stated that he would like to hear, at the next meeting date, from the POA and Club on how much they will be contributing for 2023. He asked the Committee members to think about what they would like to add (marketing projects, programs), concerning the upcoming 2023 Marketing Budget.

**Sky Valley 2022 Hay Bale Trail – Gordon Brand**

Gordon stated that he had heard great comments concerning the 2022 Hay Bale Trail. His only suggestion was to possibly have the hay bales out earlier in the season.

Jason had thanked the staff for their participation and also all the hard work that was put in for getting the bales set up. Hollie thanked the Garden Club for the wonderful corner displays.

**Sky Valley 2022 Fallfest**

Fallfest was a huge success. Hollie thanked Ken Walton for the write-ups that were used for advertising. The Special Projects Committee worked hard to pull this event off and will be meeting soon to go over what they would like to do differently the next time.

**Next Meeting Date – Thursday December 1, 2022**

This meeting date was approved.

**ADJOURNMENT**

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

The meeting adjourned at 11:10 a.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Karen Fleming". The signature is written in a cursive style with a large initial "K".

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Karen Fleming, City Clerk