

**Marketing Committee Meeting**  
**Thursday, December 01, 2022**  
**10:00 AM**  
**Via Teleconference (Zoom)**  
**Sky Valley, GA**

**MINUTES**

**THOSE PRESENT:** Gordon Brand - Chairman, Bruce Gant, Paul Evans, Jim Curtis, Harry Collins, Roberta Walton, City Manager Jason Streetman, and City Clerk Karen Fleming

**CALL TO ORDER**

Gordon called the meeting to order at 10:00 a.m. and welcomed newly appointed POA Marketing Committee Members – Bruce Gant and Paul Evans

**Approval of Minutes**

**October 27, 2022 – Meeting**

No action taken on this item and will be added to the December 29<sup>th</sup>'s, agenda.

**Discussion Items:**

**Marketing Update – Doug Hollandsworth**

Doug went over his monthly report which consisted of a real estate article in Golf Central Magazine, the Fall video that Steve put together, social media, working with media partners, finalizing a FAM trip with four travel writers, working on ideas for better promotion of the Peach Palmetto, a ladies golfing group that will be coming to Sky Valley next October. Also, he will be meeting with the vice president of marketing with US Kids Golf concerning the possibility of hosting a kids event in Sky Valley.

Gordon asked Doug about the Fall radio show and Doug stated that the dates are being discussed. He feels like it would be better to push the date out because of the holidays. Jamie, who was volunteered to be the interviewee, stated that January or February would be better for her. Jamie also stated that she will forward the magazine article and video to Forward Rabun for their use, promoting Sky Valley.

**Website Update – Jason Streetman**

Jason stated that the new video from Steve and the article that Mike Mays wrote have been uploaded to the City's website and also the Visitor's website. There has been an offer made to an individual concerning the Communication Specialist position and they hopefully, will be

starting on December the 19<sup>th</sup>. This person will be working with the Lawsons and keeping up with the updates of each website.

#### **Forward Rabun Marketing Board Meeting Report –Jamie Darrah and Gordon Brand**

Jamie listed several national promos, two Atlanta team’s programs, billboards, and social media that is currently promoting Rabun County. Forward Rabun is working on different marketing ventures and also a new promo video.

#### **Photos, videos for Steve Dinberg to shoot for the Sky Valley photo gallery – Gordon Brand**

Doug stated that Steve has taken more photos of events with people that will need to be added to the drive. Jason had suggested that we need to wait until a cloud-based system is in place, then upload the new photos along with what is currently on the drive. Jamie stated that there are two upcoming parties planned at the Club, December the 17<sup>th</sup> and also on New Year’s Eve. Photos could be taken at these events to add to the social photos. Gordon stated that he could be in contact with Steven Dinberg with any snow predictions, for a winter snow shoot.

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

Jason stated that the new Communication Specialist will be in charge of uploading the photos to the cloud and giving access to the photos/videos. Jamie has the original hard drive and she stated that she can go through and start organizing/categorizing the photos.

#### **Sky Valley Marketing 2023 Budget Draft – Gordon Brand**

Gordon went over the proposed budget, which consisted of revenues and expenses. Roberta stated that the Club would commit to a contribution of \$5,000 for 2023, Grace Guess, POA president, stated that they would start with \$2,500 and could possibly contribute \$5,000. Gordon asked her if she could confirm by next meeting date the whole contribution amount so that the budget could be presented to the City Council by the first part of 2023. She stated that she would email the board members to get the agreed upon amount and have it for the next meeting date.

Gordon asked the members if any additional expenses needed to be added or if they have any suggestions. Roberta suggested that Midsouth/Super Senior Tournament donation be listed as “Golf Tournament Promotion”, in case the donation is used for different groups. Jason suggested that the expenses be listed under general categories instead of specific for transparency. The committee members agreed that is the way it needs to be listed for flexibility. Gordon stated that they would pick up with the budget discussion during the next meeting.


#### **Next Meeting Date – Thursday December 29, 2022**

Jim made a motion to set the next meeting date for Thursday December the 29<sup>th</sup>, seconded by Roberta, unanimously approved.

**ADJOURNMENT**

The meeting adjourned at 11:36 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