

Marketing Committee Meeting

Thursday, December 29, 2022

10:00 AM

Via Teleconference (Zoom)

Sky Valley, GA

MINUTES

THOSE PRESENT: Gordon Brand, Mayor Hollie Steil, Jim Curtis, Roberta Walton, Bruce Gant, Paul Evans
City Manager Streetman, and Communication Specialist Van Camp

THOSE ABSENT: Harry Collins

CALL TO ORDER

Gordon Brand, Chairman, called the meeting to order at 10:07 a.m.

Sherron Van Camp was introduced as the new City of Sky Valley Communications Specialist by [Jason Streetman](#).

Approval of Minutes

October 27, 2022 – Meeting

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

December 1, 2022 – Meeting

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

Discussion Items:

Website Update – Jason Streetman

Sherron will be taking the lead with the websites soon. Lawson Media will start training her today, 12/29. Jamie will drop the photo hard drive at City Hall soon.

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

Mayor Hollie, Sherron, and Jamie questioned the end date of Mr. Dinberg's contract. According to Gordon, Steve's contract runs through May 24, 2023. He plans to fulfill his duty of taking winter photos when snow arrives in Sky Valley. Gordon will ask Steve about photographing upcoming club and social activities. Mayor Hollie mentioned local photographers and possibly enlisting their services at times.

Steve Dinberg's 40 second Fall Sky Valley video, review cost of music –Gordon Brand

Due to royalty fees and usage rights, Jamie requested that Gordon ask Steve to remove the music from the video and use the video with no music. Gordon will follow up with Steve. No additional fees will be paid at this time. Sherron will research music websites with a onetime fee for multiple/unlimited use.

Steve Dinberg's photos and videos-set up files/categories, how to share – [Jason Streetman](#)

Sherron spoke about using Google Drive as a storage option. Mayor Hollie suggested a server or shared drive. Karla Stahl discussed a cloud company that offers permanency, integrity and security for photos and videos. Mayor Hollie and Jamie questioned costs, quality, accessibility to photos. Karla will meet with Jason and Sherron soon via Zoom to discuss the option.

Sky Valley Marketing 2023 Budget Draft, review and finalize – Gordon Brand

Gordon reviewed the updated draft of the budget. Jason suggested not to itemize each category, but simply categorize each area of the budget with an overall amount. The committee agreed. It was recommended that professional services, promotions, and general supplies funds be increased. Roberta made a motion to approve the revised budget proposition of \$19,000, and Jim seconded–unanimously approved. Budget will be presented to the council for approval by committee. Gordon will send out the revised budget.

Other Business – Gordon Brand

Karla mentioned that the committee should be up to date on the Planning and Zoning committee about STR guidelines. Jamie suggested tote bags be added to the visitor center's inventory and numbers needed for goodie bags for events. Mayor Hollie mentioned possibly creating welcome bags for new residents of Sky Valley.

Next Meeting Date

The next meeting date was set for January 26, 2023, at 10:00 am.

ADJOURNMENT

Jim made a motion to adjourn, seconded by Roberta–unanimously approved. The meeting adjourned at 11:31 a.m.

Respectfully submitted:



Sherron Van Camp, Communications Specialist