

**Marketing Committee Meeting**  
**Thursday, January 26, 2023**  
**10:00 AM**  
**Via Teleconference (Zoom)**  
**Sky Valley, GA**

**MINUTES**

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

**THOSE ABSENT:** Paul Evans, Harry Collins

**CALL TO ORDER**

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

**Approval of Minutes**

**December 29, 2022 – Meeting**

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

**Discussion Items:**

**Marketing Update – Gordon Brand shared Doug Hollandsworth’s notes**

1. Continuing to do social media each month through different people and our own promoting Sky Valley. Real Estate, Golf, Memberships, and just taking vacations in Rabun County.
2. Doug is going to be working with some of the social media people and have found that we will get A LOT of views from small ads.
3. He plans on finding new media people to come up and see Sky Valley in person and working with our current media contacts to do more stories on SV, but also meeting with new media outlets to tell them about the resort and country club.
4. Planning a new media trip in the spring.
5. Continuing to work with the Georgia State Golf Association on the event in Oct for the South Carolina/Georgia team event.
6. Emailing marketing will continue all year, we need a new one-page email blast if we can get something new and fresh. Doug will be sending out the fall video that Steve did to his media email database each month (needs copy of video with NO music)

### **Website Report – Jason Streetman & Sherron Van Camp**

The Visit Sky Valley web page and Facebook page have been updated recently with current and upcoming events in our area, including:

- 5 Day forecast visible on site
- Maggie Valley Ice Fest
- Bear Shadow Music Festival
- “Dog Gone” Netflix movie—trailer and blurb about Sky Valley
- 5 Great Adventures in the North Georgia Mountains video clip

### **Sky Valley Visitor Center Update – Jason Streetman**

City Manager, Jason, reported that most of the “heavy lifting” has been done. There are still a few punch out items to be finished by the contractor. We are planning to sell Sky Valley promotional items-shirts, cups, hats, etc. Goodie bags were discussed for new residents. New signs are in the works, Lawson Media will program the kiosk in the visitor center to include hiking trails, waterfalls, golf, restaurants, etc. Technology will take about 2 weeks to set up. Hoping to move into the new building within 30 days.

Mayor Hollie said she will reach out to Moody Barrick about timeline of Sky Valley photos.

Jamie said Helen Klieber is a great source of Sky Valley photography.

Jim Curtis suggested that we visit the Otto, NC, Visitor Center to see their ideas. Gordon asked what the marketing committee could do to help with the new center. Sherron will meet with Gordon, Jamie, Jim, and Hollie in the next couple of weeks to discuss ideas.

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

Advertising has been included in many publications around the area. Presentations were made by several area newsprint outlets. Jamie agreed to touch base with CJ about creating a brochure spotlighting Sky Valley. She will also talk with the Rabun County Visitor Center about incorporating the 40 second video on one of their kiosks. Rabun County does a great job getting visitors to our area.

### **Sky Valley Marketing 2023 Budget—Gordon Brand**

2023 Marketing Budget was approved by the Council with no changes. Bruce and Roberta will check with clubs and associations about their contributions. Jason reported that the City of Sky Valley will have funds available next week.

### **Steve Dinberg Photographer Agreement, Photos, Videos to Shoot —Gordon Brand**

Dinberg’s contract was scheduled to be completed by December 31, 2022. He is still committed to coming to Sky Valley for snow and winter pictures. Gordon also said that Mr. Dinberg is available for any upcoming events that we may want to be photographed.

**Steve Dinberg 40 Second Fall Sky Valley video—Gordon Brand**

Sherron has removed the music from the video, so it is now “royalty free”. Gordon asked Sherron to work on adding free music to the video. She agreed to do so.

**Photographer Steve Dinberg Photos and Videos, set up files/categories, how to share—Sherron Van Camp**

Jamie has been organizing Dinberg’s hard drive into folders for ease of use. She has around 3,000 more to go. Gordon shared that Mr. Dinberg still plans to share the last 3 visits’ photos once we get our Google storage updated. Sherron will create the Google Drive link and share access with others as soon as the update takes place. Roberta requested to use photos for the Garden Club and Country Club promotions—committee agreed that was a good idea. Gordon asked Sherron to send directions for access when storage is available.

**City of Sky Valley. Business Timeline Honor Roll ad—Jamie Darrah**

Jamie reported that the City of Sky Valley resubscribed to the Clayton Tribune with an ad in the paper for this year’s use.

**Scaly Mountain Bear Shadow Music Festival—Jason Streetman**

The festival is the last weekend in April. It is held at Winfield Farms which is very close to Sky Valley. It is a good time to promote short term rentals and our lifestyle. The event should be a big draw for visitors in our area. Perhaps we could work with the promotions in 2024.

**Dog Gone, a Netflix Movie—Hollie Steil**

Mud Creek Falls was featured in the movie. Filming took place in 2021. The movie trailer has been added to the Visit Sky Valley website and Facebook page. It’s a “feel good” family movie that has beautiful scenery.

**Other Business**

4<sup>th</sup> of July Celebration will take place on Monday, 7/3/23. Sid Webber BBQ will be that evening also. Inquiring about food trucks availability for the day.

**Next Meeting Date—Thursday, February 23, 2023**

**ADJOURNMENT**

Jim made a motion to adjourn, seconded by Roberta. The meeting adjourned at 11:15 a.m.

Respectfully submitted:

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Sherron Van Camp, Communication Specialist