

**Marketing Committee Meeting  
Thursday, February 23, 2023  
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, Harry Collins, City Manager, Jason Streetman, and Communication Specialist, Sherron Van Camp

**THOSE ABSENT:**

**CALL TO ORDER**

Gordon Brand, Chairman, called the meeting to order at 10: 06 a.m.

**Approval of Minutes**

**January 26, 2023 – Meeting**

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

**Discussion Items:**

**Marketing Update – Doug Hollandsworth**

Doug is continuing to promote Sky Valley in multiple social media outlets. He is portraying Sky Valley as a second home community with a championship course and often directs potential clients and customers to the live Webcam link. He has placed ads in several magazines including New England Golf and Golf Central. He has talked with Bridgestone and hopes to be able to provide 2 pack golf ball sleeves for upcoming golf tournaments. Sherron asked if the golf ball sleeves could be part of new home owners gift bags. He is looking into the possibility. Doug will continue with email blasts with multiple outlets. He is trying to finalize the details of the media trip that is planned for April/May. The goal is to showcase Sky Valley,

**Website Report – Jason Streetman and Sherron Van Camp**

Sherron reported that updates are happening almost daily. Events and announcements are continually being added to the event calendar. Contact has been made with the country club, so activities can be added as they become known. Several residents have commented that the website is looking more professional and informative.

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

Jason reported that the visitor center is about 95% complete. Truvista is completing installation for internet and phone. There are still several things to be completed including installing signage, striping the parking lot, furniture to be moved, and kiosk/technology installation. All of

these items will be completed very soon. The goal is to have a “Grand Opening” in May. Move-in date will be around a month.

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

Jamie shared that Forward Rabun is currently in multiple print outlets including USA Today-Go Escape Winter, Fall/Winter Georgia’s Great Places, Jan/Feb Southern Travel & Lifestyles. We are also being promoted in Laurel Magazine, 2 billboards, and several state and regional visitor centers. There are several upcoming ad campaigns for Spring/Summer promotions. An episode of “Fork in the Road” will feature Rabun county in late April or early May.

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

Gordon shared that the City of Sky Valley has added its \$5,000 funds into the marketing budget. Roberta will follow up with the country club; Bruce will follow up with the POA regarding their funding contributions.

#### **Steve Dinberg-Photos, Videos to shoot – Gordon Brand**

Gordon asked the committee if there are events or areas that Steve Dinberg should photograph before the end of his contract. These items were mentioned: opening of the visitor center, St. Patrick’s Day golf tournament, and Roberta will make a list of photos needed for club and Sky Valley promotions

#### **Music for Steve Dinberg’s 40 second Fall Sky Valley Video – Sherron Van Camp**

Sherron has added free music to Dinberg’s 40 second video.

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

Jamie has spent much time organizing a multitude of Dinberg’s photos on the hard drive. Sherron continues to work on the organization of the photos. The plan is to add the sorted photos to the city’s Google Drive and allow access to users upon request. The city will soon have the storage space available. The committee also opts to back up the photos to external hard drives.

#### **Other Business**

Officer Dottie Clark was named Best First Responder in Rabun County by the Clayton Tribune Her accolades will be shared on the city’s media outlets.

Jamie mentioned the idea of adding a link for the public to add photos and videos to be uploaded to Instagram. Sherron was leery due to no one monitoring the uploads. The Lawson group will be questioned about the possibility.

#### **Next Meeting Date**

The next meeting date was set for March 30, 2023, at 10:00 am.

#### **ADJOURNMENT**

The meeting adjourned at 11:33 a.m.

Respectfully submitted:

  
Sherron Van Camp, Communication Specialist