

Marketing Committee Meeting
Thursday, March 30, 2023
10:00 AM
Via Teleconference (Zoom)
Sky Valley, GA

MINUTES

THOSE PRESENT: Gordon Brand, Jim Curtis, Roberta Walton, Bruce Gant, Harry Collins, City Manager, Jason Streetman, and Communication Specialist, Sherron Van Camp

THOSE ABSENT: Mayor Hollie Steil, Paul Evans

CALL TO ORDER

Gordon Brand, chairman, called the meeting to order at 10:20 a.m. due to technical difficulties.

Approval of Minutes

February 23, 2023-Meeting

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

Discussion Items:

Marketing Update – Doug Hollandsworth

Doug has been promoting Sky Valley in “Linked In”, “Global Golf”, and several other media outlets with eblasts, podcasts, and videos. He is trying to promote as much as possible before the Masters, so other golfers will be aware of Sky Valley and what it has to offer.

The media trip to Sky Valley is planned for April 18 and 19 including several key media people. Their trip will include a tour of the city, golf with local golfers, and a meal at the country club. The marketing committee will work with the country club to provide Sky Valley shirts. Gordon will take the lead on organizing the tour. Roberta will work with the country club for tee times and local golfers to meet and play golf with the media visitors.

Website Update – Jason Streetman, Sherron Van Camp

The Visit Sky Valley webpage is being updated with local upcoming events with encouragements to stay at Sky Valley, Ga. Sherron will upload new photos to the gallery tab on the site. Jim Curtis encouraged Doug to promote the website along with the golf information due to its “draw to the people”. The committee agreed.

Sky Valley Visitor Center Update – Jason Streetman

Administration moved in on Monday, 3.27.23. We are waiting on signage to be completed, striping the parking lot, and getting completely unpacked and organized. A grand opening will be scheduled in May once everything is in place. The public will be invited. Sky Valley merchandise is currently being sold in the new visitor center.

Forward Rabun Marketing Board Meeting Report – Sherron Van Camp

Rabun County is currently in 2023 State Parks Guide, 2023 Explore Georgia State Travel Guide, and February/March Smoky Mountain Living-print and social media. Upcoming ads will be in Sprint/Summer Georgia's Great Places, April-September Great Smoky Mountain Living, and Laurel. Comcast Streaming is still in the works. Encore Playbills are being discussed currently.

North Georgia Vacation Guide in the Mountains magazine ad – Gordon Brand

Sky Valley will have ads in the Spring/Summer, Summer/Fall, and Fall editions. Sherron created a new ad to the magazine and will send others for each issue. 4th of July celebration was included for the Spring/Summer issue.

Sky Valley Marketing 2023 Budget – Gordon Brand

The Marketing Committee's budget is in good shape. Bruce Gant will talk with the POA and get a date that the second half of their contribution will be deposited.

Steve Dinberg - Photos, Videos to shoot – Gordon Brand

Mr. Dinberg will be taking photos during the Sky Valley Country Club's 10th anniversary gala/golf tournament in June.

Photographer Steve Dinberg Photos and Videos, set up files/categories, how to share – update on plan to add photos, videos to the city's Google drive and idea to add a link for the public to add photos/videos – Sherron Van Camp

Pictures from the original hard drive are being sorted and organized and being uploaded to Google Drive by Sherron as she can. The committee discussed keeping the photos/videos for marketing purposes unless there are special requests. The public will not be able to upload pictures or videos to the Google Drive. It will be used for Dinberg's photos at this time for ads, etc.

Other Business

Sky Valley will have an intern in the spring/summer. The plans are for her to work with technology and help with organizing the photos. She will also be involved in planning the Fall Festival.

Next Meeting Date – Thursday April 27, 2023, at 10:00

ADJOURNMENT

The meeting adjourned at 11:29. Roberta motioned to adjourn, and Jim seconded.

Respectfully submitted,



Sherron Van Camp, Communications Specialist