

Marketing Committee Meeting
Thursday, April 27, 2023
10:00 AM
Via Teleconference (Zoom)
Sky Valley, GA

Minutes

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

THOSE ABSENT: Harry Collins

CALL TO ORDER

Gordon Brand, chairman, called the meeting to order at 10:12.

Approval of Minutes

March 30, 2023

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

Discussion Items:

Marketing Update – Doug Hollandsworth

- Sending out social media on Twitter, Instagram and LinkedIn about Sky Valley, working on an ad for FB that will go out to about 8k people a day.
- Working on a couple of magazine articles for the summer, when it is hot in Georgia and Florida and then talk about how cool it is in SV, more coming working on dates.
- Finalizing the TV show that will run on Georgia Public Broadcasting starting this Sat, this is HUGE for GGT, and I need to showcase it a lot. Thus, helping SV.
- Working on everything for Media Trip to SV with 4 partners around the USA.
- After they leave, I will be in touch with them on what they are going to do to promote SV and when. Since they will have seen your wonderful place, they will be able to tell others as well and that will be another great way to market.

Media visit, May 18, 2023 -Discuss and confirm media time/line itinerary-Gordon Brand

- The group will stop at the City Hall/Visitor Center on their way into Sky Valley
- Gordon, Roberta, and Howard Beckert will meet group at the Sky Valley Pro Shop
- The group will tour the city—homes, Mud Creek Falls, Country Club, etc.
- Golf at Sky Valley
- Dinner at the Country Club

Jim Curtis made a motion for the marketing committee to pay for the cleaning of the condos, cost not to exceed \$200, that the media group will be staying in and to pay the Country Club \$125 to help with the cost of meals. The motion was seconded by Roberta. The committee agreed unanimously.

Website Update – Jason Streetman, Sherron Van Camp

Several posts have been added to the sites including Arbor Day Tree Planting at City Hall, new merchandise has been posted, Sid Weber Benefit event, Earth Day, and Vacation site links. Food Truck Friday information will be added soon.

Sky Valley Visitor Center Update – Jason Streetman, Sherron Van Camp

Open house/Grand Opening has been scheduled for Friday, May 26, 2023, from 11-2 at 3608 Highway 246. Details as follows:

- Ribbon cutting (Forward Rabun) at 11:00 am
- Cake for all guests
- Food Truck will be available for purchasing lunch.
- Clayton Tribune will be invited.

Landscaping, parking lot striping, signs and guest Wi-Fi should be in place soon.

For the Open House, the marketing committee will assist Sherron in preparing goodie bags for visitors on opening day.

Forward Rabun Marketing Board Meeting Report – Sherron Van Camp

There was no meeting in April, but there are plans for a May meeting.

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

Sherron updated the ½ page ad for the North Georgia Vacation Guide in the Mountains and submitted it to the magazine after Committee Chair, Gordon Brand's, approval. The ad is for the Spring/Summer Edition.

Visitor Map to the Blue Ridge Mountains of Northeast Georgia ad – Gordon Brand

Jim made a motion to approve placing a single ad in the Visitor Map to the Blue Ridge Mountains of Northeast Georgia for 2023-2024. Paul seconded the motion; it was unanimously approved by the committee. The cost of the ad is \$625.

Sky Valley Marketing 2023 Budget – Gordon Brand

All contributions have been made to the Marketing Committee at this time except for the second donation of \$2,500 from the POA. Bruce assured the committee that the POA is aware, and the POA will pay upon dues being paid to their association. They

arranged for split payments for this reason. Budget is on track for the year. The committee approved \$125 for media trip meals \$200 cleaning cost, total, \$325 which will be charged to the Sky Valley Promotions account, medica visits, SV. The single \$625 ad cost in the Visitor Map to the Blue Ridge Mountains of Northeast Georgia will be charged to the Miscellaneous account.

Steve Dinberg - Photos, Videos to shoot – Gordon Brand

Steve Dinberg is scheduled to take photos/videos at the Country Club's Anniversary Gala on June 10, 2023.

Photographer Steve Dinberg Photos and Videos, update to the city's Google Drive – Sherron Van Camp

Sherron has attempted to view the photos on the newly delivered external hard drive. After not being able to view them, the hard drive is being sent back to Steve Dinberg for reloading. Steve thinks the photos could have been accidentally wiped out when the hard drive was used by Sherron. Sky Valley's intern will help organize the photos upon receipt.

Other Business

Howard Beckert asked Gordon about meeting with the owners of Highlands Aerial Park. They are promoters of the area and could be key to marketing real estate. Gordon will contact them soon.

Next Meeting Date – Thursday May 25, 2023 Zoom and In person

ADJOURNMENT

The meeting was adjourned at 11:45. Jim Curtis motioned to adjourn, and Paul Evans and Bruce Gant seconded the motion.

Respectfully submitted,



Sherron Van Camp
Communications Specialist