

Marketing Committee Meeting
Thursday, June 29, 2023
10:00 AM
Sky Valley City Hall - 3608 Highway 246 & Via Teleconference (Zoom)
Sky Valley, GA

MINUTES

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

THOSE ABSENT: Paul Evans

CALL TO ORDER

Gordon Brand, Chairman, called the meeting to order at 10:08 a.m.

Approval of Minutes

April 27, 2023 – Meeting

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

Discussion Items:

Marketing Update – Doug Hollandsworth

Mike May came back this past Monday and experienced the croquet with Roberta and her husband and he loves it and is going to write a story about all the extra things there is to do at SV soon.

Continuing to send out social media info with our new company we hired, through FB, Twitter, LinkedIn and Instagram. Many national articles are being written about Sky Valley. Several Articles have been written by the gentlemen who came to Sky Valley during the May 18th Media Trip with Doug. We are getting more and more exposure. Mayor Steil suggested linking these articles on the Visit Sky Valley website.

Doing email blasts to our SE drive time potential clients.

Working with Jeff Fagers with the GSGA on the Georgia-South Carolina Ladies event coming up in October. Have a great speaker lined up for one of the dinners that I think everyone will love, especially the ladies. The Author's name is Laura Elizabeth and you can see her at her website. theislandmysteries.com, Doug suggested that she may be a good candidate to speak at the Peach Palmetto Women's Showdown in October.

Jim Curtis suggested a cultural article focused on Sky Valley—Summer Camp for Adults was mentioned by Roberta Walton.

Website Report – Jason Streetman and Sherron Van Camp

New content is being added in a timely manner regarding upcoming events. Tourism articles and information have been added. The photo gallery has also been updated and will continue to be updated as we move forward. Links to the articles that are being written about the golf course, etc. will be linked to the Visit site.

Sky Valley Visitor Center Grand Opening – Jason Streetman and Sherron Van Camp

The event was a huge success. There was a good crowd turnout. The food truck, weather, and ribbon cutting were all great. Many photos were taken and added to the photo gallery. Giving away the goody bags provided by the marketing committee was also well received. Merchandise was sold, visitors were able to access guest Wi-Fi and the kiosk in the visitor's center was utilized by many.

Forward Rabun Marketing Board Meeting Report –Sherron Van Camp

Current projects include Spring/Summer Georgia's great places, Atlanta Braves-home games programs, and 2 billboards. Upcoming projects include July/August edition of the Blue Ridge Country Magazine, the Laurel, and July/August North Georgia Vacation Guide. Other opportunities are 11 alive Streaming and Comcast EffecTV. Both agencies aim for targeted audiences through television. The advertising budget should increase at Forward Rabun for the next year.

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

An ad was submitted and approved to be in the 2024 edition.

North Georgia Vacation Guide in the Mountains ad – Gordon Brand

An ad was submitted and approved for the summer edition. The ad will be on the stands from July 7 – September 8. The Fall ad is due on August 14.

Sky Valley Marketing 2023 Budget – Gordon Brand

All contributions to the budget have been submitted by the POA, city, and the country club. According to Gordon, the budget is in good shape for being 50% into the year. The committee would like to see \$3,000 carried over into next year's budget.

Dinberg—Photos and Videos to shoot – Gordon Brand

Mr. Dinberg's contract has been completed.

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

Yuliia, Sky Valley's summer intern has been sorting through the images and has uploaded them to the Google Gallery. Sherron will share the link with the marketing committee, Mayor Steil, and Doug Hollandsworth for marketing purposes.

Sky Valley Independence Day Celebration – Sherron Van Camp

Advertisements are ongoing at this time. Porta Toilets and banners have been ordered. Highlights are fireworks, hot dogs, duck race, snow cone truck, T-shirts, and the parade. Sid Weber tickets have been sold out (400). Volunteers are in place for the duck race, greeting and handing out flags, and selling t-shirts. Yuliia has created a guide to highlight the day's events.

Sky Valley Fall Festival – Jason Streetman

The festival will happen on Saturday, October 21, 2023. Shirts will be sold. Food trucks will be on site. The hay bales and trail will continue as they have in the past. The car show will also be large this year with an expected 75-100 cars.

Other Business

Next Meeting Date

The next meeting date was set for Thursday, July 27, 2023, at 10:00 am.

ADJOURNMENT

Roberta made a motion to adjourn the meeting, seconded by Jim. The meeting adjourned at 11:17 a.m.

Respectfully submitted:



Sherron Van Camp, Communications Specialist