

**Marketing Committee Meeting**  
**Thursday, July 27, 2023**  
**10:00 AM**  
**Sky Valley City Hall - 3608 Highway 246 & Via Teleconference (Zoom)**  
**Sky Valley, GA**

**MINUTES**

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

**THOSE ABSENT:** Jim Curtis, Paul Evans, Mayor Hollie Steil

**CALL TO ORDER**

Gordon Brand, Chairman, called the meeting to order at 10:09 a.m.

**Approval of Minutes June 29, 2023 – Meeting**

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

**Discussion Items:**

**Marketing Update – Doug Hollandsworth**

Doug discussed many upcoming articles in the following magazines: Gold Central Magazine, Indiana Golf Journal, Michigan or Ohio Golf Journal as well as eSouthernGolf.com and Golftrips.com. He plans to continue with the social media and email blasts.

Doug mentioned that he would like to have a 2-3 page “home time fee” magazine to share as part of his marketing campaign. This would be a quarterly issue submitted at the beginning of each season. The committee likes the idea.

He also discussed the importance of the Live Web-Cam at the Sky Valley Country Club and how useful it is for people to experience the beauty of Sky Valley

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

Media articles have been linked to the Visit Sky Valley web page. The calendar has been updated to include upcoming events and festivals. The photos have been uploaded to the Gallery. An autumn video will be posted as we near fall.

**Sky Valley Visitor Center Update— Jason Streetman and Sherron Van Camp**

The kiosk remains to be popular with guests. The picnic tables are being utilized on Food Truck Fridays and by visitors throughout the week. The visitor's center has been selling Sky Valley merchandise. Mud Creek Falls is a very popular landmark for guests.

**Forward Rabun Marketing Board Meeting Report –Sherron Van Camp** There was no meeting with Forward Rabun for the month of July.

**North Georgia Vacation Guide in the Mountains Fall ad – Gordon Brand**

Sherron submitted the Fall ad to the publication after it was updated to include the Fall Festival date and fall photos.

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

The marketing budget is on track for the year. With half of the year over, the budget expenditures are below 50%. The funds that are not used will be rolled over to next year's budget (2024).

**Photos and Videos we need to shoot for 2023 – Gordon Brand**

Photos for the Fall Festival may be taken by a local photographer. These will include the hay bale trail, vendors, car show, and more.

**Sky Valley Google Photo, Video Gallery Update -- Sherron Van Camp**

All photos have been uploaded to Google drive. They are also being stored on hard drives. Gordon suggested combining some of the folders since the photo collection is so vast.

**Sky Valley Independence Day Recap— Jason Streetman, Sherron Van Camp**

The volunteers and Fire Department were a great help with this event. The crowd was huge, and everyone seemed to have a good time with the duck race with prizes being awarded, flags, parade, hotdogs, and the fireworks. The Sid Weber BBQ sold out and had a large crowd during pick up times.

**Sky Valley Fall Festival – Jason Streetman**

The hay bale invitation has been emailed to local businesses and groups. The car show is expecting around 75 cars. The event will be advertised in the local newspaper and on social media outlets. The Special Projects Committee will meet next week to discuss more plans.

**Other Business**

Tim McClellan from “Rabun Neighbor” magazine attended the meeting and presented the possibility of doing more marketing for Sky Valley. His company micro targets audiences in small towns who are homeowners. He also does Facebook and Google digital adds to targeted audience members. The goal is to share with others the “hometown” feel of small towns and bring more people to the areas.

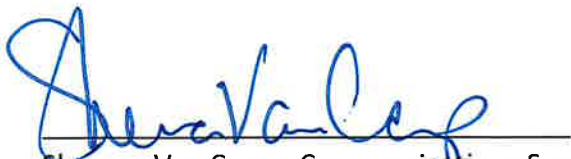
**Next Meeting Date**

The next meeting date was set for Thursday, August 31, 2023, at 10:00 am.

**ADJOURNMENT**

Bruce made a motion to adjourn the meeting, seconded by Harry. The meeting adjourned at 11:16 a.m.

Respectfully submitted:

A handwritten signature in blue ink, appearing to read "Sherron Van Camp", written over a horizontal line.

Sherron Van Camp, Communications Specialist