

**Marketing Committee Meeting
Thursday, August 31, 2023
10:00 AM
3608 Hwy. 246 (New City Hall) and
Via Teleconference (Zoom)
Sky Valley, GA**

AGENDA

THOSE PRESENT: Gordon Brand, Chairman, Mayor Hollie Steil, Bruce Gant, Paul Evans, and Communication Specialist, Sherron Van Camp,

THOSE ABSENT: Harry Collins, Lynn Menard, Jason Streetman

CALL TO ORDER

Chairman, Gordon Brand, called the meeting to order at 10:04 a.m.

Approval of Minutes of July 27, 2023

Jim Curtis made a motion to approve the minutes as written, seconded by Pul Evans, the committee unanimously approved.

Discussion Items:

Marketing Update – Doug Hollandsworth (Media visit to Sky Valley, Alan Darty eSouthernGolf.com – August 9th and 10th - Stay and Play Golfer Inquires)

Doug shared how much the couple appreciated the hospitality of everyone in Sky Valley. Mr. Darty's new article in eSouthern Golf has been added to the media release section on the Visit Sky Valley web page. Doug and Mr. Darty are working on real estate promotion in Florida and Georgia to advertise Sky Valley.

Doug spoke of a Lifestyle magazine to be shared on social media about Sky Valley. We want to let people know about Sky Valley, because when they come, they love it here.

Doug also discussed the SC Golf Association's Ladies Tournament in October and the possibility of hosting author, Laura Smith.

Stay and Play Inquires were discussed-- who and how the Stay and Play inquiries should be handled. Since the Stay and Play inquiries are golf related, committee recommended Gordon arrange a meeting with the new Club General Manager, President and SV Marketing Committee representative to discuss the subject. Mayor Hollies suggested they attend our next Marketing meeting on Thursday September 28th.

Website Update – Sherron Van Camp

Media articles have been added to the Visitor site. Events are added as they become available. Summer and Fall articles have been added. According to the committee, the web site is looking very good.

Sky Valley Visitor Update –Sherron Van Camp

We have a steady flow of visitors, as well as citizens, coming to the Visitor Center. Goody bags are still being given out to visitors. Magazines and travel brochures are very popular with guests. The kiosk is a bonus for people to learn more about the Sky Valley area. Food Truck Friday continues to be successful. Sky Valley umbrellas and hand soap have been added to our merchandise.

Forward Rabun Marketing Board Meeting Report – Sherron Van Camp

The marketing committee for Forward Rabun met via zoom on August 1, 2023. Advertising continues in many state and regional print and digital magazines. The committee is exploring options for more streaming ads to be targeted to certain demographics and locations. The Travel Guide will be available early fall.

Mountain Traveler Fall ad – Gordon Brand

Sherron shared the ad with the committee. The group approved the ad, and it has been submitted to Mountain Traveler. Doug requested a copy of the ad.

Sky Valley Marketing 2023 Budget – Gordon Brand

Gordon Brand reported that the budget is in good shape. The committee has \$4,900.00 that is available to carry over and/or use for marketing purposes.

Photos, Videos we need to shoot 2023 – Gordon Brand (Fall Festival and Dahlias by the Lake)

Mayor Hollie Steil said that a local photographer will be available for the fall fest. The garden committee will take photos for the Dahlia event.

Sky Valley Fall Festival – Sherron Van Camp

The Fall Festival will be held on Saturday, October 21. Signs and banners, and portable toilets have been ordered. There will be a dog parade, photo background, food trucks, vendors, and more.

Hitlist Media ad to advertise Fall Festival – Gordon Brand

Sherron has created an ad for Hitlist Media. Gordon will contact Lynn Trehern and see how to proceed. Jim Curtis made a motion to approve \$250 of the marketing committee's budget to cover the cost of advertising. The motion was seconded by Paul Evans. The committee chose Rabun Group 2 for the sites of the restaurant distribution.

Hay Bale Trail – Gordon Brand

Sherron reported that 21 hay bales have been requested for the hay bale trail. The marketing committee has a group of volunteers who will decorate the committee's bales. The dates were provided for hay bale deadlines. Reservations must be made by September 22. The hay bales should be painted with a base coat and in place by the end of September. October 6 is the proposed date for all decorations to be in place.

Other Business

Bruce Gant discussed his desire for Sky Valley to be a "Purple Heart City." He will share information with Mayor Hollie and City Manager, Jason Streetman, soon. Mayor Hollie thinks it is a great idea and will work with Bruce to accomplish the goal.

Next Meeting Date – Thursday, September 28, 2023 (Zoom and in-person?)

ADJOURNMENT: Jim made a motion to adjourn, seconded by Paul. The meeting adjourned at 11:24.

Respectfully submitted:



Sherron Van Camp, Communications Specialist