

Sky Valley Marketing Committee Meeting
Thursday, September 28, 2023
10:00 AM
3608 Highway 246 (City Hall) and
Via Teleconference (Zoom)

Agenda

THOSE PRESENT: Gordon Brand, Chairman, Mayor Hollie Steil, Bruce Gant, Lynn Menard, Jim Curtis, Harry Collins, City Manager- Jason Streetman, Communications Specialist-Sherron Van Camp

THOSE ABSENT: Paul Evans

CALL TO ORDER

Chairman, Gordon Brand, called the meeting to order at 10:00 AM.

Approval of Minutes

August 31, 2023, Bruce Gant made a motion to approve the minutes as written, seconded by Jim Curtis. The committee voted to accept the minutes in a unanimous vote.

Discussion Items:

Marketing Update - Doug Hollandsworth

1. Great article in Golf Central Magazine this month, click on below and flip over to pages 38-39, goes out to over 100k, golfers, travelers, real estate people, media, companies and more. It has also been added to the Visit Sky Valley site.

[Golf Central Mag- Vol 24 Issue 6](#)

2. **Golf Georgia Magazine** the official magazine for the Georgia State Golf Association is going to put Hole #15 on the back page of the November/December issue, it reaches over 100k golfers across Georgia.

3. Social Media - Continued to promote SV through our media contacts Mike May, Brian Weis and Joey Johnson's website and social media, GGT has hired a new Social Media person that will be working directly on promoting Sky Valley on FB, Twitter or X and Instagram, each week.

4. **New England Golf Magazine** - Sky Valley article is coming out in next couple of weeks

5. Finalizing work on Ladies event in late October about promoting SV with SC Golf Association. October 29-30 is the competition, and the Author is coming on one of those nights to speak about her book **The Island Mysteries**. SC Golf Association is making sure that their info about Sky Valley is going out to all their members. Doug asked for a person to welcome the group and for Forward Rabun and Sky Valley Country Club to help promote.

6. **Sky Valley Times** - Sherron did a great job with this issue and I asked her to condense it to pages that I can make into an email blast that shows Sky Valley with more information than just the normal things we promote. We will be doing this each quarter. Will send out to our SE Database.

7. Should have 2-3 media people come up and play golf this fall and promote it through their contacts. No rooms or food needed.

8. Update on working on sponsoring Sky Valley at the PGA Show in Orlando in late Jan. Looking good to showcase Sky Valley at the Show.

9. Promoting Fall Festival to people across North Georgia, parts of SC, NC and Tenn. Working with others to help promote the day. Doug plans to reestablish his magazine which will highlight different areas in GA.

Stay and Play Golfer Inquires – Gordon Brand

Doug mentioned that “Stay and Play” packages would benefit Sky Valley tremendously. Dale Fenwick suggested that the City of Sky Valley set up a committee of STR homeowners to help with logistics of lodging for Sky Valley package deals. Jason referred to Granicus, the company managing the STRs, could possibly help coordinate. Ryan DeBoise, CC General Manager and Golf President, Roy Akin, agreed that the package deals would be a great asset. They do not feel that Sky Valley is ready for the packages at this point, but the club will continue to do some research. Forward Rabun and the Clayton Chamber of Commerce would be great resources as far as marketing. The city should be able to provide a list of STR homes (public record) to Ryan as a resource. Jason indicated that Ryan and Sherron will work together to help with housing. Ryan DeBoise will be the contact person to receive and handle future Golf Stay and Play inquiries.

ESouthernGOLF Alan Darty's Sky Valley: Come for the Golf, Stay for the Lifestyle- Gordon Brand

Godon reported that the article really showcases Sky Valley. The article has been posted to the Visit Sky Valley website. The Property Owners' Association (POA) also shared the article on their website. The Croquet Group also shared the article among their group.

Website Update –Jason Streetman, Sherron Van Camp

Area festivals and events are added to the Visit Sky Valley web page. We are receiving many comments from the Facebook page as well. Mayor Hollie mentioned that she would love for the city to have a digital message board. It may be considered in the future.

SV Visitor Center Update, Jason Streetman, Sherron Van Camp

We continue to have many travelers stop by and utilize the visitors' center. They enjoy interacting with the kiosk for things to do, hiking trails, waterfalls, and more. Merchandise has been selling. Fall Fest shirts and Sky Valley hats are very popular currently. People often make comments on how nice our facility is. Jason mentioned the visitors' center be open on weekends during the peak of seasons. Volunteers could be recruited to help with the hours. Mayor Hollie indicated that she would reach out to the POA for possible volunteers.

Harry Collins brought up the possibility of having an outdoor shelf with brochures highlighting popular locations and events. Jason added that most visitors like to look for things to do as well as use the restroom.

Forward Rabun Marketing Board Meeting Report- Sherron Van Camp

There was no meeting with Rabun County Marketing Board in September.

Welcome to Rabun County 2024 travel guide ad-Gordon Brand

The Sky Valley ad was submitted and will run in print and digital designs. The marketing committee paid for a ½ page advertisement. The \$400 ad will be paid out of the SV Marketing 2023 budget. A motion was made by Jim Curtis to approve the payment, seconded by Harry Collins. Approved with a unanimous vote.

Mountain Traveler Fall ad- Sherron Van Camp

The ½ page ad was submitted to the Clayton Tribune in a timely manner and will run in the fall magazine. The cost is \$645.

SV Marketing 2023 Budget-Gordon Brand

Gordon reviewed the 2023 budget, and it seems that the marketing committee is on track to carry over \$3,000 - \$4,000 into the 2024 budget year.

Photos, videos we need to shoot 2023-Gordon Brand--Fall Festival and Dahlias by the Lake

The Garden club took photos of the recent Dahlias by the Lake event. Sherron will contact Dee Vollmer to view and save some of the photos for marketing purposes. Mayor Hollie will let the committee know if a local photographer will be able to take pictures at the Fall Fest.

Sky Valley Fall Festival-Jason Streetman

Jason reported that the Special Projects Committee has met several times while planning for the Fall Festival. The next meeting is 10/10/23. These items will be at the festival: band, shuttle buses, hay bale rides, hay bale trail, food trucks, portable restrooms, signs, shirts, pet costume contest, and a pet parade.

Hitlist Media Ad-Sherron Van Camp

The ad was submitted to Lynn Trehern. She plans to run the ad in local restaurants for the months of September and October. The cost is \$250

Hay Bale Trail-Gordon Brand

Jason reported that the hay bales should have base coats and be placed by October 13. We hope that all hay bales will be completely decorated by October 19. At this time, there are 27 hay bale sites.

Sky Valley to be Purple Heart City-Bruce Gant

Bruce reported that the POA asked him if it was possible for Sky Valley to become a Purple Heart City". In order for a city to become a Purple Heart City, the city must agree to fly the Purple Heart flag on August 7th of each year and light the city hall with purple lights. The mayor will sign a proclamation, and the city will order signage. A representative of the military order of the Purple Heart. will be at the POA going away party on October 22, 2023, and he will accept the proclamation for Sky Valley.

Other Business

Dale Fenwick presented information about the "Georgia Mountain Cup" which is a 2-day sanctioned tournament to be held in Sky Valley. No date has been set at this time. The marketing committee will help with setting up places to stay for the participants if needed.

Jason referred to the Sky to Summit race that is held in Sky Valley in late October. The run normally brings in many extra visitors.

Next meeting date- Thursday October 26, 2023, Zoom and In Person

Adjournment: Lynn made a motion to adjourn seconded by Jim at 11:40 AM

Respectfully submitted by

A handwritten signature in blue ink that reads "Sherron Van Camp". The signature is written in a cursive style and is positioned above a solid black horizontal line.

Sherron Van Camp, Communications Specialist