

Sky Valley Marketing Committee Meeting
October 26, 2023
10:00 AM
3608 Highway 246 (City Hall) and
Via Teleconference (Zoom)

Agenda

THOSE PRESENT: Gordon Brand, Chairman, Bruce Gant, Lynn Menard, Harry Collins, Manager, Jason Streetman, Communication Specialist, Sherron Va Camp

THOSE ABSENT: Jim Curtis, Mayor Hollie Steil

CALL TO ORDER: 10:02 AM

Approval of Minutes

September 28, 2023, Bruce Gant made a motion to approve the minutes as written, seconded by Paul Evans. The committee voted to accept the minutes in a unanimous vote.

Discussion Items:

Marketing Update - Doug Hollandsworth

- 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.
- Georgia Golf & Travel Newsletter - October, Sky Valley is one our featured members.
- Through our media partners ***New England Golf Magazine*** - Pro Weekly Edition - Online version, great article

<https://progolfweekly.com/mountain-golf-getaway-sky-valley-in-northern-georgia/>

- Here is the #15 hole that will be in **Golf Georgia** coming out in their next issue in a couple of weeks, it is on the last page in the magazine. This is the Georgia State Golf Association's magazine that goes out to over 85,000 golfers here in Georgia.
- ***Sky Valley Times*** - We sent out the SV Times to our regional database and will do this again each quarter or maybe bi-monthly in 2024.

- Finalizing 2-3 media people to just come up and play golf this fall and promote it through their contacts. No rooms or food needed.
- 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
- The Fall Festival was great! Liked the car show, I think there is so much more we could do to get more car clubs to come to SV during the year and those are the people you want to market to for real estate, memberships, etc.
- Thanks to Jason's daughters who painted my hay bale, I will use this photo for things this fall and winter for SV.

Stay and Play Golf Inquires-Gordon Brand

Ryan DeBois, General Manager at Country Club, reported that there has been no news regarding Stay and Play packages. Jason reported that Granicus, the Short-Term Rental platform, is compiling a list of all homes in Sky Valley that are short term rentals. That list can be made available to the club. Bruce mentioned that he has used "Group Golfer" in the past to utilize discounted rates at participating golf courses.

Sky Valley to be a Purple Heart City-Bruce Gant

Bruce Gant discussed the meaning of a Purple Heart and how prestigious the award is. Sky Valley is now a Purple Heart City. Mayor Hollie Steil signed a proclamation and Lou Zayas, Senior Vice Commander, presented the designation. Jason Streetman reported that 5 Purple Heart street signs have been ordered and should be in place within the next few months. Several citizens are willing to donate money toward the cost of signs, purple lights, and a flag for City Hall. Harry Collins said that he will donate \$500 to the city. The marketing committee agreed spend up to \$65 to send some Sky Valley merchandise to Lou Zayas as a thank you gift.

Website Update –Jason Streetman, Sherron Van Camp

The city's websites are updated regularly with current information. The push right now is fall in Sky Valley, but we will soon switch to promoting winter trips to our area. Area festivals and events are being shared.

SV Visitor Center Update, Jason Streetman, Sherron Van Camp

Sherron reported that merchandise is selling in the visitor center. We now have a sign-in book for visitors to add their names and hometowns. Things have been slowing down since school started, but the visitor center is still being utilized on a regular basis. Jason discussed the possibility of opening the visitor center on some key Saturdays.

Forward Rabun Marketing Board Meeting Report- Sherron Van Camp

Fox5, WSB-TV, and 11Alive are promoting Rabun County on social media in various ways, including banner ads, homepage takeover, and digitally. Current magazines include Fall Travel Tase and Tour, Tall North Georgia Vacation Guide, and 2023 Georgia State Parks Guide. 2 billboards are currently being used to promote Rabun County.

SV Marketing 2023, 2024 Budget-Gordon Brand

Gordon reviewed the 2024 budget for the Marketing Committee line by line. The city of Sky Valley, the POA, and the Country Club will each contribute \$5,000 for marketing efforts. The budget totals \$19,619 including carryover. The committee discussed helping with the costs of apparel in the visitor center. The budget will be presented to the City Council for approval. Bruce Gant made a motion to approve the SV Marketing Committee 2024 budget total of \$19,619, second by Paul Evans. The committee voted unanimously to approve the 2024 budget. The budget will be presented to the November 14TH City Council meeting for approval.

Photos, videos we need to shoot 2023-Gordon Brand

Gordon reported that Moody Barrick took drone photos at the Fall Festival. Lynn Menard discussed the upcoming annual events at the country club, emphasizing the importance of photographing these occasions.

Sky Valley Fall Festival-Jason Streetman

Jason shared that Fall Festival came together very well. There were some vendors who pulled out due to the morning winds, but it did turn out to be a great day. There was a great turnout; people enjoyed the hayrides, hay bale trail, arts and crafts vendors, car show and food trucks. People utilized the shuttle buses that were on site.

Hay Bale Trail-Gordon Brand

This year there were 28 hay bale participants. The marketing committee offered to help support the hay bales next year. 1st place-Poss Realty, 2nd place-Sid Weber, and 3rd place-Bartram Trail Conservancy. Many people have been taking photos of the bales. The community seems appreciative of the efforts of people who decorated the bales.

Other Business

Sherron asked the committee to consider purchasing a few Sky Valley items for Lou Zayas to thank him for traveling to Sky Valley for the Purple Heart Reception. The committee agreed to pay for the items up to \$65. The committee agreed to pay \$50 to a Paws 4 Life calendar. The calendar will have our Fall festival date marked. Bruce mentioned drawing more people into Sky Valley by hosting a "social hour" with other communities.

The committee will meet on Thursday, November 30, 2023, in person and via Zoom. The committee will not meet in December this year.

Adjournment

At 11:22, Bruce made a motion to adjourn the meeting, seconded by Paul. The committee voted unanimously to adjourn the meeting.

Respectfully submitted,


Sherron Van Camp, Communications Specialist