

Sky Valley Marketing Committee Meeting Agenda
Thursday January 25, 2024
10:00 AM
3608 Highway 246 (City Hall) and
Via Teleconference (Zoom)

Agenda

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

Those Absent: Paul Evans

CALL TO ORDER: Chairman, Gordon Brand called the meeting to order at 10:11 AM

Approval of Minutes: November 30, 2023

Jim Curtis made a motion to approve the minutes as written, seconded by Bruce Gant. The committee voted unanimously to approve.

Discussion Items:

Marketing Update - Doug Hollandsworth

1. Hopefully you saw the 2023 GGTravel Awards and that Sky Valley was a winner again. We start this in mid-summer, and it goes to the end of November. We send out the list of Awards each month through many different media outlets.

We had a great turnout, over 14,000 people responded back to us in many ways to vote on their favorite things to do here in Georgia.

Having Sky Valley in again means people are visiting, seeing our marketing more and more each year. Would love to get SV in more favorite things for this year. We can talk further about this.

Favorite Golf Course - **Arrowhead Pointe Golf Course**, Richard B. Russell State Park

- Favorite par #3 - #15 **Sky Valley Country Club**, Sky Valley Georgia
- Favorite par #4 - #14 **Arrowhead Pointe Golf Course**, Richard B. Russell State Park
- Favorite par #15 - #18 **Stonemont Course**, Stone Mountain Golf Club, Stone Mountain Georgia
- Best Resort - **Jekyll Island Club Resort**, Jekyll Island, Georgia
- Best Lodge or Cottage - **Amicalola Falls State Park**

- Favorite Restaurant - **The Wharf**, Jekyll Island Club Resort, Jekyll Island Georgia
- Best State Park - **Fort Yargo**, Winder, Georgia
- Best Attraction - **Stone Mountain Park**
- Best Value for Golf Travel - **Georgia State Parks Golf Pass**
- Best #19 Hole - **Brassies**, Brasstown Valley Resort and Spa, Young Harris, Georgia
- Favorite City to Travel - **Savannah**, Georgia
- Best Place to hold a meeting - **Jekyll Island Club Resort**, Jekyll Island, Georgia

Over 14,000 entries from August to November,

Average ages

Women - 49

Men 52

We will run the Winners info for a couple of months to again many of our media partners.

2. At the Show I will be able to promote Sky Valley to media people from all over the world! This is a HUGE show, and it is covered by many media outlets. So, I want to work on a few invites throughout the year to hopefully see if they can come up again.

3. Started a new social media program and we are going to be promoting the Trail and our members in a bigger way through our new company we are working with. I am excited. Georgia Tourism is going to be helping more with what we do so I have outlined a plan for them already that includes things on the Trail that people can see and do.

4. Going to be doing more with GolfTrips.com, Brian Weiss who came to SV last year and I are working on a few things that will be different things from what we started last year, blog, videos, and other things, GolfTrips.com reaches a lot of people all over the world. More on this later.

5. I think we need to meet with Explore Rabun and see how we can partner with them on what I am doing for Sky Valley. I am sure they don't know all that we can do for Rabun County, maybe we can do that this spring.

6. Working on a few new articles with media partners for 2024 about Sky Valley and we are going to continue to promote what there is to do in Sky Valley BESIDES golf. We want to showcase why people should visit or come to buy property or a home there.

Jim mentioned the idea of creating ads based on all the north Georgia winners. Doug added that he thought it was a good idea.

Doug said that he would like to see an interactive relationship between Sky Valley and Jekyll Island. Croquet was the main sport mentioned, but the committee would like to see golf

packages also. Lynne encouraged Doug to contact Ryan and Dale Fenwick about croquet possibilities.

Stay and Play Golf Inquires-Gordon Brand, Ryan DeBois

Ryan DuBois, the country club manager, stated that there have been several groups that have inquired about Stay and Play packages. Currently, he is taking care of tee times and food. He is encouraging the groups to utilize short term rental for lodging. Jason Streetman said that the city would provide Ryan with a list of registered STR locations. Many of the groups that have inquired would like to stay together. Ryan also mentioned the Georgia PGA Pros Tournament that will be hosted in Sky Valley on July 15th and 16th.

Doug also shared that he is sharing group names to Ryan in efforts to entertain more golfers and guests in Sky Valley.

Stay and Play accommodations, locations to distribute flyers-Lynne Menard

Lynn reported that several local real estate agents did not seem to be interested in property management. Ryan added that he will take care of all the golf needs, but guests must do research for accommodations at this time.

3rd GSGA Women's Club Championship-Ryan DeBois, Lynne Menard

The tournament will be held on October 28th and 29th. The country club will handle all things golf. Ryan stated that the online tournament registration will provide information for the golfers to refer them to accommodation options in Sky Valley. The committee agreed to help with goody bags, and Doug said that he would check on the endorsements; if there are no ball sponsors, he said that he could help supply Bridgestone balls for the bags.

Sky Vallet Purple Heart City update-Bruce Gant

Jason reported that the signs have arrived in Sky Valley, and they are currently being posted at the 5 city limits areas. Public Works installed two new flagpoles at City Hall. Several citizens have made donations to the Purple Heart campaign for purchasing flags, flag poles, purple lights, etc.

Website Update –Jason Streetman, Sherron Van Camp

Both the City and Visit websites are updated daily. The residents seem to like knowing what is going on in the city. Seasonal information is added and current events are kept up to date.

SV Visitor Center Update, Jason Streetman, Sherron Van Camp

Deal of the Day

Sherron reported that foot traffic has lessened due to the winter season. New merchandise has been added to the visitor center including sweatshirts, coasters, and candles. All merchandise is personalized for Sky Valley. Jason added that the visitor center will soon purchase a small refrigerator that will supply bottled water for guests in City Hall. Deal of the Day was quite successful during the holiday season.

Forward Rabun Marketing Board Meeting Report- Sherron Van Camp

Advertising for 2024 was the main topic.

Rabun's Budget was discussed, and how to use the money to reach most demographics.

The Georgia Travel Guide—Forward Rabun will be getting cases for distribution soon.

“Start Planning Your Best Vacations of the Year in Georgia”

Advertising on WSBTV will continue.

Rabun Wine from Mountain Vines - A Fork in the Road, Season 4, Episode 1

SV Marketing 2024 Budget-Gordon Brand

Georgia Golf & Travel Contract

Deal of the Day

The Marketing Committee has received annual contributions from the City of Sky Valley (\$5,000) and the POA (\$5,000).

Ryan noted that the country club will send their \$5,000 contribution next week.

Photos, videos we need to shoot 2024-Gordon Brand

The city would like to have more current snow picture, but due to the lack of snow, we are still waiting. Moody Barrick shared a drone video of Estatoah Falls, and he is currently editing the Fall Fest footage from October, 2023.

Jim Rhodes also shared many photographs with the city for advertising purposes. Sherron stated that she would share the Google file of photos with Ryan and Doug for marketing purposes.

New ideas, Marketing Programs for 2024-Gordon Brand

Jason mentioned that the Sky to Summit Race that is held in October has already sold out. He also discussed goody bags or monetary donations to the Run Bum promotion. The committee was very receptive to the idea of helping. More details will be discussed prior to the race. We will need to know the number of participants.

Other Business

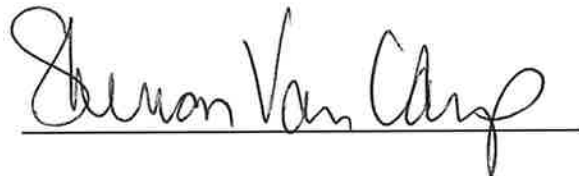
Jason stated that Sky Valley's Independence Celebration will be held on July 5th, 2024. The fireworks will be shot by the same company that has done the job for the past 3 years. Hollie thanked Gordon for doing a good job as the chairman of the committee. Doug added that the live webcam is a great marketing tool. Ryan added that the Sky Valley Country Club is creating a yardage guide that will provide details on each hole on the course. Local businesses will be able to purchase ads. The club plans to share the course books with groups of golfers.

Doug's contract was up for renewal. Jim made a motion to approve the contract, seconded by Bruce. The committee voted unanimously to approve the contract.

Next meeting date- Thursday February 29, 2024, Zoom and In Person

Adjournment:

Jim made a motion to adjourn the meeting, seconded by Bruce at 11:45 AM. The committee unanimously approved the adjournment.

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

Respectfully submitted.
Sherron Van Camp, Communications Specialist