

Sky Valley Marketing Committee Meeting
Thursday, November 30, 2023
10:00 AM
3608 Hwy. 246 (New City Hall) and
Via Teleconference (Zoom)
Sky Valley, GA

MINUTES

THOSE PRESENT: Gordon Brand, Jim Curtis, Lynne Menard, Bruce Grant, Jason Streetman, Karen Fleming, and Ryan DeBois

THOSE ABSENT: Harry Collins and Paul Evans

CALL TO ORDER

Gordon, Chairman, called the meeting to order at 10:00 a.m.

Approval of Minutes

October 26, 2023

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

Discussion Items:

Marketing Update – Doug Hollandsworth

Doug was unable to attend the meeting to share the latest updates but as always, continuing with multiple marketing endeavors.

Stay and Play Golfer Inquires – Gordon Brand

Ryan, Sky Valley Country Club GM, stated no updates. A discussion concerning having a list of short-term rentals properties will be needed to help identify accommodations when arranging Stay & Plays. Jason stated that once all rental properties are in the system, a possible list could be produced to show vacancies for a certain time frame. A discussion concerning the various locations that have available flyers for Sky Valley and suggestions for additional areas were made. The Athens, Atlanta, and Sapphire Valley areas were talked about as being potential areas for Sky Valley flyers. Lynne stated that she would check on these areas along with talking to local rental/real estate agents on putting together accommodation packages.

Gordon asked for ideas that the Marketing Committee could contribute to the Women's Golf Association Group that is scheduled for October 27th and 28th of 2024. Ryan stated he would be providing goodie bags if the Committee wanted to add anything to them.

Website Update – Jason Streetman, Sherron Van Camp

Jason stated that Sherron is keeping the websites current.

Sky Valley Visitor Center Update – Jason Streetman, Sherron Van Camp

Jason stated that people are coming in for information and directions. There is merchandise for sale promoting Sky Valley.

Forward Rabun Marketing Board Meeting Report – Sherron Van Camp

Sherron has been attending the meetings but was unable to be at the meeting to comment.

Sky Valley Marketing 2023 and 2024 Budget – Gordon Brand

Gordon talked about the recent City Council approved, 2024 Budget of \$19,619. Committed contributions from the Club, POA, and City \$15,000. Carry over from 2023 to be \$4,200. He went over the slated expenditures with professional services being \$10,220, advertising \$3,739, and supplies and materials \$5,660.00.

Gordon will obtain a contract from Doug Hollandsworth for 2024.

Photos, Videos we need to shoot 2023/24 – Gordon Brand

Snow scenes are needed. Lots of holiday events are coming up so hopefully some photos will be shared. Gordon stated that he would check with Moody concerning Fall Fest photos and drone footage.

Hay Bale Trail – Gordon Brand

Gordon talked about some of the Fall hay bales being turned into Holiday bales. Great idea and thanks to the Garden Club for their help with this.

New Marketing Ideas, Programs for 2024 – Gordon Brand

Gordon asked the Committee to be thinking about different ideas for the upcoming year. Some suggestions included having a table set up at the Sky to Summitt race next year with literature to pass out. Creating some package deals with other entities.

Other Business

Bruce inquired on the progress of "Purple Heart City" signs being installed. Jason stated they have been ordered. Some contributions have been received to help cover the cost.

A discussion concerning the date for the next Independence Day Fireworks. Jason stated that hopefully a contract can be obtained soon but thinking possibly the 5th of July for the display.

Next Meeting Date – Thursday, January 25, 2024

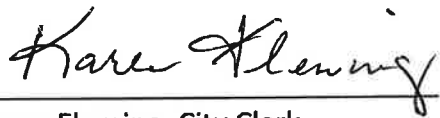
There will not be a meeting in December and the next meeting was set for January 25, 2024.

ADJOURNMENT

Bruce made a motion to adjourn the meeting, seconded by Lynne, unanimously approved.

The meeting adjourned at 11:26 a.m.

Respectfully submitted:

A handwritten signature in black ink that reads "Karen Fleming". The signature is written in a cursive style with a horizontal line underneath the name.

Karen Fleming, City Clerk