

Sky Valley Marketing Committee Meeting

Thursday, February 29, 2024

10:00 AM

3608 Hwy. 246 (City Hall)

Sky Valley, GA

Minutes

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

THOSE ABSENT: Jim Curtis

CALL TO ORDER: Chairman, Gordon Brand, called the meeting to order at 10:06 AM

Approval of Minutes

January 25, 2024

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

Discussion Items:

Marketing Update – Doug Hollandsworth

1. Still running the winners of the 2023 Georgia Travel Awards different places. Sky Valley Country Club was named Favorite par #3 - #15
2. GGT has a new media partner, Michigan Golf Journal per below is going to be running a story on Sky Valley in their March issue, hopefully coming out in a week. They have a big reach and will be reaching over 200,000 golfers/travelers across the Midwest. I will send you the article when it comes out.
3. Social Media zooming!! We have a lot of people in place helping us get the word out about SV, much more to come!
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 this year. We talked the other day, and we are looking for a few of the Trail Members to showcase to his audience through videos, photos and more, still a work in progress. More soon on this but going to be big.
5. I have reached out to Rick Story at Explore Rabun, hoping to do more with them this year moving forward. Doug hasn't made contact, but he will continue to reach out to Explore Rabun.

6. Starting to plan for media writers to come up and visit Sky Valley this year. Probably have 4-5 right now, and they probably will all come at different times. Have a couple of teams coming up next week to the GA Coast, so I will be working with each one of them to explore dates to come up in plenty of time. Media exposure is key for Sky Valley golf.

7. Spoke with Jeff Fages the contact person for the GSGA. He is excited about this year's event later this fall, and we will be working on marketing for that event later as well. I told him we would love to have one of their events here at Sky Valley every year, and he totally agreed to that. We will continue that conversation as soon as they plan.

Lynne stated that she has spoken to Dale Fenwick regarding the croquet tournaments and reciprocal relationships with Jekyll Island that Doug is working to coordinate.

Favorite things to do in Sky Valley – Sherron Van Camp

- Accessing regional airports easily (Ashville, Greenville, and Atlanta)
- Art Classes at Gallery 441 in Dillard
- Bocce Ball
- Capturing beautiful sunrises and sunsets
- Croquet
- Enjoying wine at The Vineyard at High Holly
- Gazing at the marvelous fall colors
- Golfing
- Hiking Bartram Trail, Picken's Nose, and Mud Creek (with dogs)
- History Wall at clubhouse
- Independence Day Festival
- Lunch at the Country Cupboard
- Mud Creek Falls
- Pickleball
- POA breakfasts
- Skiing in Sky Valley (years ago)
- Sky Valley Chapel
- Spotting bears, deer, birds, chipmunks
- Viewing the Mountain Vistas
- Wildflower Room at Clubhouse
- Zip-Lining

POA members, (Why did they decide to buy in Sky Valley?) – Paul Evans

Paul created a draft survey on Survey Monkey for the committee to review. The slides were shared with all members of the committee for input. Paul included reasons for buying, how long have residents owned in Sky Valley, the type of dwelling(s) owned, primary home state, and real estate input on buyers' reasons to buy. Sherron will investigate a survey option in MailChimp or continue with Survey Monkey or other survey builder site. The discussion will continue at the next meeting.

Paul stated that being an incorporated city brings so much value to homeowners.

Stay and Play Golf Inquires – Ryan DeBois

Ryan DeBois was not in attendance. This discussion will continue into next month.

Stay and Play Accommodations – Ryan DeBois, Lynne Menard

Lynne commented that she has spoken to Ryan, and progress is slow at this time. Gordon questioned Jason about sharing the STR rental list with Ryan. No decision has been made at this time.

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

Ryan DeBois was not in attendance. This discussion will continue into next month.

Website Update – Jason Streetman, Sherron Van Camp

Local Events are being added on the Visit Sky Valley webpage on a regular basis. Many things are happening during the spring, so we want potential visitors to know about nearby events and stay in Sky Valley.

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

Visitors stop by for directions, things to do and restroom breaks. Merchandise is doing well. We have added a few new items, and we are continuing to add more products to make a visit to Sky Valley a memorable experience.

We now have cold drinks and snacks for sale in the visitors' center. As summer approaches these items should sell and possibly bring more guests into the center.

There was a discussion regarding the visitor center being open on key weekends and utilizing volunteers. This discussion will continue at the next meeting.

Forward Rabun Marketing Board Meeting Report – Sherron Van Camp

CJ Thompson will be attending the CMBA (Clayton Merchants and Business Association) to enhance business and marketing relationships.

Current Publications:

- WSB-TV: Digital/Social/Streaming
- Fox 5: Digital/Broadcast/Streaming
- 11-Alive Premium OTT: Streaming
- GPB: Broadcast Sponsorships/Digital
- AJC Spring Travel Package: Print/Digital
- Explore Georgia 2024 Travel Guide: Print/Online Ed.
- Georgia State Parks Guide: Print/Online Ed./Digital
- Georgia's Great Places Magazine: Print/Online Ed.
- PPM (USA Today/Sports Programs): Print (Braves Yearbook, Hawks Yearbook, UGA Football Yearbook, Nascar 6 Races Yearbooks/Annual, USA Today, Summer & Winter GoEscape magazines)
- Travel Taste & Tour Magazine: Print/Digital/Social
- Encore Playbills: Print/Online Ed. (Fox Theater, Atlanta Programs - Hamilton, Beetlejuice, Six & Les Misérables; Atlanta Symphony Orchestra Program – one month; Blumenthal Theater, Charlotte)
- Programs - Moulin Rouge & Hairspray)
- Atlanta Magazine/Southbound: Print
- Advent Media (Good Housekeeping/Women's Day): Print/Digital
- Smoky Mountain Living Magazine: Print/Digital
- North Georgia Vacation Guide: Print
- Southern Travel & Lifestyles Magazine: Print/Digital
- Atlanta Parent Magazine: Print/Digital
- Georgia Magazine: Print/Online Ed.
- Community Newspapers Inc. Magazines: Print
- Blue Ridge Digest

Sky Valley Marketing 2024 Budget (Contributions) – Gordon Brand

All contributions have been deposited for the 2024 Marketing Budget including the POA, Sky Valley Country Club, and the City of Sky Valley. No major expenses are expected currently. Jason stated that the marketing committee's budget has the funds available to drive marketing plans that have been discussed.

Photos, Videos we need to shoot 2024 – Gordon Brand

Independence Celebration and Fall Fest—Hollie will talk to Moody Barrick about drone videos.

New Ideas, Marketing Programs for 2024 – Gordon Brand

Jason stated that the marketing efforts are working as we are seeing growth and plan to have future development in the city.

Jason stated that the city plans to do a semi-annual or quarterly Sky Valley 101 educational event for new/current homeowners to learn more about city services and practical tips for turning water on and off, weather related topics, PTV permits and more.

Doug commented that Sky Valley has a lot of good information and pictures to continue marketing efforts.

Other Business

Sherron mentioned the National Night Out in Sky Valley. The event will be hosted by the Sky Valley Police Department to allow citizens to meet and interact with local law and safety organizations. The event is scheduled for Friday, August 30th, from 3 PM to 6 PM in the old lodge parking lot—Details could change. More information will be shared closer to the event.

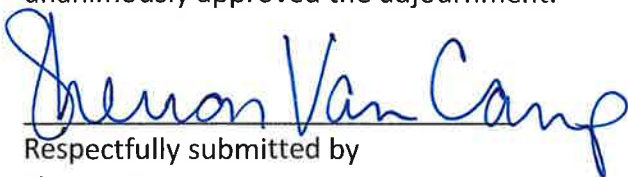
The marketing committee may be able to buy a banner to promote the event and recruit volunteers to help.

Lynne said she does think a new golf pro has been hired at the Club. Doug said that he would reach out to him.

Next Meeting Date – Thursday, March 28, 2024

ADJOURNMENT:

Paul made a motion to adjourn the meeting, seconded by Lynne at 11:22 AM. The committee unanimously approved the adjournment.



Respectfully submitted by
Sherron Van Camp
Communication Specialist