

Sky Valley Marketing Committee Meeting
Thursday, March 28, 2024
10:00 AM
3608 Hwy. 246 (City Hall)
Sky Valley, GA

MINUTES

THOSE PRESENT: Gordon Brand, Paul Evans, Bruce Gant, Ryan DeBois, Police Chief Estes, Mayor Hollie Steil, City Manager Streetman, City Clerk Fleming, and Harry Collins via Zoom

THOSE ABSENT: Lynne Menard

CALL TO ORDER

Gordon Brand, Chairman, called the meeting at 10:05 a.m.

Approval of Minutes

February 29, 2024

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

Discussion Items:

National Night Out in Sky Valley – Chief Estes

Estes stated that the date is still flexible but dates under consideration are having it during the 4th celebration or last of July, first part of August. He went over some of the contents of previous NNOs: Dog Walking Watch (dogs were given neckerchiefs). Dog walkers are more eye and ears in the neighborhoods. Having the local radio station booked (this is the largest expense of the event as the cost was around \$900); Live Band; Parking (golf carts were used to shuttle back & forth and were borrowed at no extra cost); Advertisement (free because of first responders being involved); Crime scene processing (illustrations and free finger printing); Canine Handlers; Dispatchers; Current Sheriff and 2024 Candidates, including North Carolina's; Forest Rangers, EMS and Fire Department (Rabun and Macon County); Medical Helicopter; Bottles of Free Water (possibly to be provided by Country Club or POA); Boy Scouts cooking hotdogs; Food Trucks; Mountain Patrol being in attendance.

Gordon stated that Sky Valley should have a liaison for the event. It was suggested that Lynne Menard would be a good choice as she was involved with the last National Night Out.

The National Night Out organization charges for the use of the name. Estes suggested that next year, Sky Valley might want to organize under Sky Valley Night Out, so we wouldn't have to worry about copy writing.

Marketing Update – Doug Hollandsworth

- Doug stated that he is working on a Sky Valley lifestyle article with Golf Central Magazine.
- New media partner, Michigan Golf Journal, (written the best over all article on Sky Valley). The article will be used to promote Sky Valley on websites, Visitor's Guide, and with Forward Rabun.
- Social Media is in full blast.
- Working on a project with GolfTrips.com.
- Schedule a meeting with Rick Story for 4/25/24 to collaborate with marketing endeavors.
- Planning for media writers to be in Sky Valley this year.
- Meeting with new golf pro, Mark Carlson, after the marketing meeting.
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Jekyll Island Club Resort and SVCC reciprocal croquet tournaments – Doug Hollandsworth

Doug talked about scheduling croquet tournaments. Jekyll could come to Sky Valley in the Summer and Sky Valley to Jekyll in the Fall. He is trying to get everything coordinated.

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

Paul talked about this topic and stated that he had been working with Sherron on it. A survey has been sent out, via MailChimp, to the Committee Members, as a test run. Trying to determine the advantages of using MailChimp vs. Survey Monkey. Paul stated that there are three more items that he would like to see in the survey. "I moved to Sky Valley because of": retirement, golf, croquet. This survey will help with the marketing endeavors as it will show what the draw is. Paul suggested to also include what part of Sky Valley they don't like or wouldn't want to see in Sky Valley

Gordon asked the members to think about when the survey should be finalized and the date to go out and to whom, by the next meeting.

Stay and Play Golf Inquires Richard Smallwood – Ryan DeBois

Ryan stated that he was trying to coordinate with Richard Smallwood. He has been given some dates of availability and is just waiting to hear back from him. He also stated that marketing is being shifted to Macon County for new Sky Valley memberships; being advertised as a year-round golf course.

Stay and Play Accommodations – Ryan DeBois

Ryan stated that this is still in the works and is suggesting booking through Airbnb or VRBO, for accommodations.

3rd GSGA Women's Club Championship – Ryan DeBois

Ryan stated that 60 to 70 players are expected to attend this tournament.

Sky Valley Georgia PGA Pro-Tournament, July 15th-16th – Ryan Debois

Ryan stated that approximately 80 players will be at this tournament. The tournament is a qualifier for the senior PGA tournament. This tournament will help get the word out about the golf course and the wonderful weather.

Website Update – Jason Streetman, Sherron Van Camp

Jason stated that the websites are staying up to date.

Welcome Spring Video – Jason Streetman

Jason showed the video to the attendees. Many compliments as Sherron did a wonderful job. This video will be used on the websites and was sent to Forward Rabun to be used for the promotions of Sky Valley.

Sky Valley Visitor Center Update – Jason Streetman

Jason stated that concessions have been added for people that want to purchase some snacks for the road. A new t-shirt design is in the works.

Forward Rabun Marketing Board Meeting Report – Sherron Van Camp

A report will be given at the next meeting as Sherron wasn't able to attend the meeting.

Vacation Guide in the Mountains Spring/Summer Ad – Gordon Brand

Jason showed the ad that will be in the Vacation Guide. Doug suggested that any ad should focus on the mountains here. Many compliments were given on the layout of the design.

There will be a total of three ads this year with Vacation Guide.

Sky Valley Marketing 2024 Budget – Gordon Brand

Jason stated that all contributions have been received. Expenditures are on track.

Many compliments have been received concerning Sky Valley being deemed as a Purple Heart City. Bruce stated how much it means to him, also.

New Ideas, Marketing Programs for 2024 – Gordon Brand

Hollie shared how much she appreciated all the endeavors of the Committee.

Other Business

Jason stated that a Community Appreciation Day is being planned for May 24th, 10 a.m. to 2 p.m. There will be food trucks and door prizes. Dillard, Scaly, and Otto has been invited to participate. More information will be forth coming.

Food Truck Fridays will tentatively be moved to Sky Valley Way, across from the old Lodge.

Next Meeting Date was set for Thursday, April 25, 2024

ADJOURNMENT

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

The meeting adjourned at 11:40 a.m.

Respectfully submitted:



Karen Fleming, City Clerk