

Sky Valley Marketing Committee Meeting
Thursday, April 25, 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, Paul Evans

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

Approval of Minutes March 28, 2024

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

Discussion Items:

Marketing Update – Doug Hollandsworth

1. Here is another great article from Golf Central Magazine for Sky Valley. This went out to over 100,00 people in print and online.

Click on the link and go over to pages 28-29 [Golf Central Mag- Vol 25 Issue 1](#)

2. Social Media is in full blast still. Working on X or Twitter, Facebook, and Instagram mostly and some on LinkedIn with many things through our media partners across the Eastern US

3. Project with Golf Trips.com just about done and should have more info next month, big splash on social media and his site.

4. Still planning on having Media writers here this year, working on some dates and who it might be, sometimes it takes time to work in their schedules. Waiting for a couple to get back to me on dates.

5. Pushing the Travel company more for Sky Valley, working with Brian Weis about doing more directional advertising for real estate.

6. Met with Mark the golf pro after the last meeting and I got him up to speed about what GGTrail does for the Club and that I wanted to do more with him in the coming months.

7. Working with our media partners about coming up with a schedule to have Sky Valley in almost ALL their media outlets, this would be great but this for sure takes time.

In the State of the City address, Mayor Hollie wants to promote the work of the Marketing Committee, Doug's contributions both online and magazine articles.

Jekyll Island Club Resort and Sky Valley Country Club, reciprocal croquet tournaments—Doug Hollandsworth

Doug has contacted Michael Thompson at Jekyll Island. He has not heard back from Mr. Thompson yet. Harry said that the croquet team is willing to travel in the fall to Jekyll and host Jekyll here in sky Valley during spring or summer. Lynne said that Dale Fenwick on also working on the reciprocal tournament with Jekyll. He is trying to establish dates currently.

Meeting scheduled 4/25/24 with Rick Story, Forward Rabun –Doug Hollandsworth

Doug wants to work with Explore Rabun and/or Forward Rabun to promote Sky Valley. His goals are to promote real estate, tourism, and events in Sky Valley. (Day visits, vacations, meetings, events that will lead to more recognition of the Sky Valley area.

Draft Survey – Why did they decide to buy in Sky Valley – Paul Evans, Sherron Van Camp

The survey that has been sent to residents by GMRC is for developmental purposes. The survey that Sky Valley plans to send will be more of a survey that is for residential purposes. It will include questions about reasons for buying in Sky Valley, amenities that are enjoyed, and length of residency. Paul emailed and said that the questions in the previous survey created in MailChimp by Sherron are good. MailChimp will break the data down and provide information based on participants' responses. Hollie recommended that we wait until October after the Rabun County Comprehensive Plan has been completed before we send the homeowners' survey out. Jason suggested creating a QR code that could be located at the Visitor Center for easy access.

National Night Out in Sky Valley – Lynne Menard

Gordon called on Lynne as the liaison for the event. The date that has been set is Friday, August 30, 2024, from 3-6 PM. According to Chief Estes that date is subject to change. Banners and flyers will be created to advertise the event. Volunteers will be needed to help with the organization. A Boy Scout troop will be on site with hot dogs and baked goods for donations. The police department will provide magnets, gun locks, etc. for participants.

Forward Rabun Marketing Board Meeting Report – Sherron Van Camp

A lot of advertising is being done for Rabun County in multiple media outlets. WSB TV, Fox 5, 11 Alive, Explore Georgia 2024 Travel Guide, Georgia Magazine (print and online), Smoky Mountain Living (print and online), 24-25 Travel Guides, Encore Playbills including "The Lion King", "Peter Pan", "The Nutcracker", "Tina Turner", "Les Misérables", and Symphony February of 2025.

Stay and Play Golf Inquiries – Ryan DeBois

Ryan indicated that there is a 24-person group from Atlanta staying and playing at Sky Valley this week. Other groups are interested as well.

Stay and Play Golf Accommodations – Ryan DeBois, Lynne Menard

At this time, Ryan is directing groups to book their accommodations through AirBNB or VRBO. Jason stated that due to the city's contract with Granicus, regulatory information and compliance could be issues if the information was shared.

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

The event has been booked for October 28th and 29th. A player list will be shared mid-September. Doug said eh would check with Bridgestone about getting balls donated to the club a few weeks before the event.

Sky Valley Georgia PGA Pro- Tournament July 15th and 16th – Ryan DeBois, Lynne Menard

Ryan stated that the event could bring around 80 PGA Senior players to Sky Valley in July. Gordon recommended that the marketing committee pay for goody bags for each player to include goodies, real estate information and maps of the area. A table could be set up at the tournament for committee members to distribute at the event.

Website Update – Jason Streetman, Sherron Van Camp

Events are added as well as seasonal videos, pictures, and local excursions. Magazine articles that are shared via Doug Hollandsworth are all on the Visit Sky Valley website under Media Releases.

Sky Valley Visitor Center Update – Jason Streetman

Traffic is picking back up in the visitor center. Many people are dropping by looking for Mud Creek Falls and other falls and trails in our area. The products and snacks are well received by many people. New short and long sleeve T shirts will be arriving soon. Hats and shirts are still big sellers.

The committee discussed weekend Visitor Center hours. Volunteers would be needed to open and close the visitor center area in the Spring – Fall. Sales could be made with cash or checks. The City Hall area would be locked. Jason suggested asking the POA members for volunteers. Training would be provided for the volunteers.

Community Appreciation Event -- Jason Streetman

May 24, 2024. From 10 AM – 2PM. The event is being hosted at Sky Valley City Hall. There will be a food truck, donated door prizes, refreshments, and more. It will be a come and go event, but you must be present to win door prizes when drawn. 12 Spies Winery, Alan Corbett, Cupboard Café, Forward Rabun, Foxfire, Gallery 441, Highlands Aerial Park, Hollie Steil, Jim Rhodes, La Cabana, Sky Valley City Hall, Sky Valley Country Club, Vineyard at High Holly, and Yesterday's Treasures have contributed door prizes for the event so far. We hope to have a big crowd of people who enjoy Dillard, Scaly Mountain, and Sky Valley.

Servers: Mrs. Brand and Mrs. Evans? Lynne will set up an area at the event with POA and Sky Valley information.

Sky Valley Independence Day Celebration – July 5, 2024 – Jason Streetman, Sherron Van Camp

Jason reported that fireworks are set for July 5th, 2024. He will work with the club to set up a location for the shoot. The duck race will continue and possibly have an extension, or a second race added for more prizes. The Time Shares office will contribute 700 hotdogs, buns and chips. The city will provide condiments and paper products. Hollie will check with Ken Walton about water for donations for the Sid Weber Memorial Cancer Fund. If they choose not to do so, the city will provide bottled water.

Hollie agreed to paint a photo board for patriotic pictures to be taken. Corn hole and pickle ball are being considered. The city plans to buy Sid Weber BBQ tickets for city employees who work the event.

Sky Valley Fall Festival – October 19, 2024 – Jason Streetman

We will continue with the Hay Bale Trail. We hope the event continues to grow each year. Vendor information has been sent out. Food Trucks will be on site along with many arts and crafts vendors.

Sky Valley Marketing 2024 Budget –Gordon Brand

Jason provided Gordon with a copy of the current Marketing Committee budget. Gordon is pleased with the budget and the expenditures that have been paid out this year for advertising, etc. the committee will provide goody bags for golf tournaments that could bring new residents to our area.

New ideas, Marketing Programs for 2024 – Gordon Brand

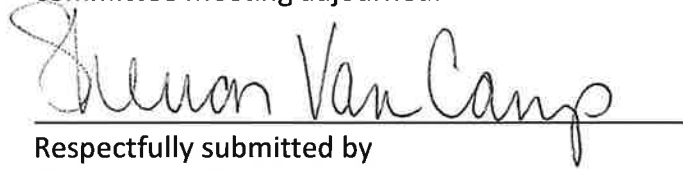
The committee is always looking for ways to bring new residents to Sky Valley. Real estate sales is a priority.

Other Business

Mountain Traveler Ad -- ½ page \$664 – ad was amended and approved by Chairman Brand and submitted to the Clayton Tribune.

Next Meeting Date – Thursday, May 30, 2024

ADJOURNMENT Bruce made a motion to adjourn the meeting, seconded by Harry. The committee meeting adjourned.

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 by
Sherron Van Camp
Communication Specialist