

Sky Valley Marketing Committee Meeting

Thursday, May 30, 2024

10:00 AM

3608 Hwy. 246 (City Hall)

Sky Valley, GA

AGENDA

THOSE PRESENT: Gordon Brand, Chairman, Bruce Gant, Lynne Menard, Harry Collins (Zoom), Jason Streetman, City Manager, Ryan DeBois

THOSE ABSENT: Jim Curtis, Paul Evans, Mayor Hollie Steil

CALL TO ORDER: Chairman, Gordon Brand, called the meeting to order at 10:00 AM

Approval of Minutes: April 25, 2024, Bruce made a motion to approve the minutes as written, seconded by Lynne, unanimously approved.

Discussion Items:

Marketing Update – Doug Hollandsworth

1. Scheduling some editorial spots for other magazines out there that we work with, as you know it takes time to get on their calendar, but they know

I will help them promote their magazine, so they are always willing to help GGT. Plus working on a couple of radio shows that could help us.

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 had to be put on hold, but have a phone call with them next week to get it back on track, this will be all on social media

4. Working scheduling a great media couple to come up in June maybe?? You will love them, and they reach a lot of people. Len Ziehm is the main person.
more on that soon.

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

6. Good meeting last month with Forward Rabun, so I have been working on some ideas to get back with them on working together to promote Rabun and Sky Valley.

Report on the April 25th meeting with Forward Rabun (Rick Story & CJ) – Doug Hollandsworth

Doug reported that the meeting went well. He is trying to get a plan to work together with Forward Rabun and Explore Rabun to promote Sky Valley.

Jekyll Island Club Resort and SVCC reciprocal croquet tournaments – Doug Hollandsworth

The logistics of travel time is a concern due to the 7 hour drive from Jekyll Island to Sky Valley. Harry reported that the Sky Valley croquet team has already played in one tournament with Jekyll Island. Lynne added that Dale Fenwick is keeping the line of communication open and working to arrange tournament play.

Draft Survey – Why did they decide to buy in Sky Valley- Gordon Brand

Lynne asked how we could get more citizens involved with the comprehensive plan survey. Sherron will send out the link to the plan via email again. The link to the survey is on the City's web page as is the 2019 copy of the plan. Jason added that it is always a tough sell to get residents to participate. We will wait until October to send the survey once the Rabun County Comprehensive Plan has been completed.

National Night Out in Sky Valley – Lynne Menard

Lynne reported that the location of the event is planned to be at the Old Lodge parking lot. She also added that Chief Estes has been concerned about the level of participation with local law enforcement officers and citizens of Sky Valley. Lynne also added that perhaps the sheriff run off candidates could participate. The marketing committee may be interested in paying for banners for the event.

Forward Rabun Marketing Board Meeting Report – Sherron Van Camp

Marketing Rabun County is going strong. CJ plans to share a part of the WSB package for early fall might be a good thing to use for promoting golf with The Georgia Golf Trail. We will meet soon regarding the package and details.

Stay and Play Golf Inquires – Ryan DeBois

Ryan shared that the golf stay and play idea is slow moving. He has had many large groups book dates, but they are finding accommodations on their own.

Stay and Play accommodations– Ryan DeBois

Ryan stated that they steer groups towards vacation rental sites. Lynne asked for Sherron to send ads that have been created for Sky Valley be shared with Doug for marketing purposes.

3rd GSGA Women's Club Championship – Ryan DeBois

Goody bag #? The marketing committee will provide goody bags. The number has not been determined yet. The event will take place on October 28th and 29th. Ryan will share more details as we get closer to the event.

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

Goody bags are not a concern. Ryan indicated that there should be between 60 – 80 players. He also added that our remote location is a concern with players to participate. Many players have sponsors, and they will not be able to use products that they do not currently endorse.

Mountain Traveler amended ad (1/2 page \$664) Clayton Tribune – Sherron Van Camp

The ad was amended to include real estate as part of the presentation. The committee liked the ad.

Sky Valley Georgia
GEORGIA'S HIGHEST & COOLEST CITY

Live ~ Work ~ Play
Public/Private Championship Golf Course
Hiking ~ Waterfalls ~ Pickle Ball
Mountain Vistas ~ Temperate Climate
Nearby Dining, Shopping, and More
Swimming* ~ Tennis* ~ Croquet*

* Amenities offered through Timeshares and Clubhouse Membership

Experience the Year-Round Beauty of Sky Valley

Check out Sky Valley Real Estate

Come for a Visit. Stay for a Lifetime

www.visitskyvalleyga.com

Website Update – Jason Streetman, Sherron Van Camp

The websites continue to be updated with events and things to do in our area. Spring and Summer festivals are happening, as well as many things in Sky Valley including POA Pancake breakfasts, Garden Club events, Literari Club events, etc.

Sky Valley Visitor Center Update – Jason Streetman

New products and T-shirts have recently been added to our Visitor Center. Traffic continues to visit for tourist information, restroom breaks, and inquiries about the Sky Valley area.

Sherron opened the Visitor Center on Saturday, May 25th, for half of the day. Traffic was minimal. No sales

Community Appreciation Event, May 24, 2024 – Jason Streetman, Sherron Van Camp

The event had a great attendance. The crowd was happy to visit the food truck, book mobile, and the fire engine. Citizens were able to win door prizes, enjoy cake, and fellowship from 11 AM – 2 PM. The POA was on site to provide new residents with important information about residing in Sky Valley. Volunteers helped with serving, drawing tickets, and cleaning.

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

Jason reported that there is still some planning to do between now and July 5, 2024. Volunteers are needed. Lynne asked about trash pickup. Jason shared that staff and volunteers typically pick up trash and keep the cans emptied.

Sky Valley Marketing 2024 Budget – Gordon Brand

Gordon stated that the budget is on track for the 2024 year.

Next Meeting Date – Thursday, June 27, 2024

ADJOURNMENT

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

The meeting adjourned at 11:35 am

Respectfully submitted.


Sherron Van Camp, Communications Specialist