

Sky Valley Marketing Committee Meeting
Thursday, June 27, 2024, 10:00 AM
3608 Hwy. 246 (City Hall)
Sky Valley, GA

MINUTES

THOSE PRESENT: Gordon Brand, Chairman, Bruce Gant, Harry Collins (Zoom), Jason Streetman, City Manager, Ryan DeBois, Jim Curtis, Paul Evans, Mayor Hollie Steil

THOSE ABSENT: Lynne Menard

CALL TO ORDER: Chairman, Gordon Brand, called the meeting to order at 10:01 AM

Approval of Minutes: May 28, 2024, Paul Evans made a motion to approve the minutes as written, seconded by Bruce Gant, unanimously approved.

Discussion Items:

- **Marketing Update – Doug Hollandsworth**

- 1. **Len Ziehn and Joy Saver trip to Sky Valley.**

- a. as most of you have seen the great article and photos that they did it is below again.

- [Mountain golf makes for a two-sports story at Georgia's Sky Valley – Len Ziehn On Golf](#)

- <https://photos.app.goo.gl/dRhAUmiTNcwUtPe69>

- b. they loved Sky Valley and couldn't say enough about the NICE people that lived there and took care of them this past weekend.

- c. his article will be featured on many different media outlets, some of them are his and some of them are his media connections. Then GGT will use this article to promote Sky Valley in some of our media outlets that he won't reach. In total hundreds of thousands of people will see this article. I agree with Jim response from his email on this statement, they did a great job showcasing everything at Sky Valley, we should use in many ways.

- d. This is why I hand pick the correct people to come visit Sky Valley. Not just anyone will work. Couples are great to come enjoy the beauty and see what everything SV has to offer. I have others that I am looking at for later this year, so am very excited this worked out so well.

- 2. **New media outlet.**

- a. I have made a deal to have this newsletter sponsored by Sky Valley at least once a month. It goes out to over 50k. This group will also be able to write a short article now and then about Sky Valley.

This week's Golf News is brought to you by...[Sky Valley, Georgia's Highest and Coolest City](#)



Discover the beauty of [Sky Valley](#) and its 18-hole championship golf course at the Sky Valley Country Club. Georgia's Highest and Coolest City shines again. **Come for a visit... stay for a lifetime.**

TOP NEWS

3. Follow up with Forward Rabun

a. I have followed up with Rick and CJ from our meeting we had here two months ago about some of my ideas for GGT to help Forward Rabun, thus help Sky Valley

b. I basically offered them each time we wrote about Sky Valley they would be included in the article with their website. I would also send out any email blasts they had to some of our database around Georgia and the SE. We would put Forward Rabun on our website and include them in promotions we are doing for North Georgia.

c. I asked them to see what else they could do for Sky Valley ON TOP of what they already do that SV pays for during the year for being a member. I have no idea of what exactly they do for SV.

d. I also told them that I was open to their ideas as well. I just wanted to help them using our media connections during the year. I think helping them will really help the county and region. I just wrote them this week, so have not heard back from them yet, will let you know.

4. Focusing on Fall

a. working with a couple of magazines to have articles on things to do in Georgia in the fall and one of the areas would be around Sky Valley.

b. We are doing a Best Breakfasts along the Georgia Golf Trail and yes, we are going to write about The Dillard House again, and Sky Valley would be tied in this portion of the article.

5. **Social media** is continuing to be in full force, but this is always an ongoing project and remember it is not only with GGT but our media partners as well WHEN they will do it for us. We will use the photos from July 5th to showcase SV and what all there is to do here.

6. Would like to help any of the **member events** at the Club during the year with prizes, etc. from GGT and Bridgestone Golf.

- **Media visit to Sky Valley, June 21st, Len Ziehm & Joy Sarver**

Gordon reported that both Len and Joy very much enjoyed visiting Sky Valley. They said that it was like a golf destination trip with many activities offered in the area. They asked questions about full time and part time resident numbers, percentages of rental properties, number of condominiums, etc. Gordon suggested having a fact sheet for Sky Valley including information about government, city services, number of residents, building codes, etc. Jim Curtis and Sherron began taking notes to create a sheet.

The article that was written by Len was short, well written and very comprehensive.

- **Jekyll Island Club resort and SVCC reciprocal croquet tournaments-Doug Hollandsworth**

No further information is available. Doug will continue to work on the reciprocal croquet tournament.

- **Draft Survey, why did they decide to buy in Sky Valley? Gordon Brand**

The survey will be sent out after the Rabun County Comprehensive Plan is completed on October 31, 2024.

- **National Night Out in Sky Valley-Lynne Menard**

No new information has been shared. Mayor Hollie will talk to Chief Estes about his plans.

- **Forward Rabun Marketing Board Meeting Report-Sherron Van Camp**

Sherron was not able to attend the June meeting. She will report on the July meeting next month.

- **Stay and Play Golf Inquires and Stay and Play accommodations - Ryan DeBois**

Ryan shared that he still gets inquiries, but most of the groups are booking golf and then renting short term rentals on their own. The challenge has been locating homes that are within close proximity of each other. He mentioned that the Country Club has partnered with the Dillard House in the past for large groups, and this partnership is a possibility for future bookings. Jim Curtis shared that with future development, there could be a hotel located in Sky Valley. Ryan said that a local hotel would benefit the club. No plans have been finalized for future development.

- **3rd GSGA Women's Club Championship-Ryan DeBois**

The event will take place October 28 and 29, 2024. Goody bags will be shared with players. Ryan will share more information as the event gets closer.

- **Sky Valley Georgia PGA Pro Tournament July 15th, 16th Ryan DeBois**
No goody bags will be supplied due to sponsorships and the seriousness of the event. Ryan will let us know if spectators are allowed.
- **Website Update –Jason Streetman, Sherron Van Camp**
Sherron reported that the site is updated regularly. Len’s article has been added.
- **Sky Valley Visitor Center Update-Jason Streetman**
Jason reported that the Visitor Center has unique items for sale to meet the tourists’ and the residents’ needs. Many people are coming in and checking out nearby activities, using the restroom, and getting directions to Mud Creek Falls. Snacks and drinks are for sale. Paul mentioned an online store. City Manager Streetman said that it is a possibility. He will check with our auditor to see how it would work for accounting purposes. Deal of the Day will start soon.
- **Sky Valley Independence Day Celebration July 5, 2024-Jason Streetman**
July 5, 2024. Public works is getting the city ready for the day’s events. People are registering for the parade. Lise Rozier oversees the duck race and has 3 volunteers to help. There will be a band, fireworks, hot dogs, Sid Weber BBQ, and food trucks. Banners and signs have been posted as advertisements.
- **Sky Valley Fall Festival October 19, 2024-Jason Streetman**
Vendors are registering. The Special Projects Committee will meet after the Independence Day Celebration to finalize more plans for the Fall Fest. The events are getting bigger each year.
- **SV Marketing 2024 Budget-Gordon Brand**
The budget is in good shape. Goody bag supplies will be supplied by the marketing committee for the GSGA tournament in October.
- **New ideas, Marketing Programs for 2024-Gordon Brand**
Jack Brandon will take Lynne Menard’s place on the Sky Valley Marketing Committee once the Council approves his placement. He will be a Country Club representative.
- **Other Business**
Bruce Gant shared that the POA will have their August meeting on August 7, 2024. They will have a Purple Heart speaker and reception. The marketing committee will

provide banners, the city will provide a large cake, and help with refreshments as needed. The POA and city will meet soon to discuss details. The Honor Guard will be present for the big day.

- **Next meeting date-**
Thursday July 25, 2024, Zoom and In Person

ADJOURNMENT

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

The meeting adjourned at 11:16 am.

Respectfully submitted.


Sherron Van Camp, Communications Specialist