

Sky Valley Marketing Committee Meeting
Thursday, July 25, 2024, 10:00 AM
3608 Hwy. 246 (City Hall)
Sky Valley, GA

MINUTES

THOSE PRESENT: Gordon Brand, Chairman, Bruce Gant, Jack Brandon, Jason Streetman, City Manager, Ruan DeBois, Jim Curtis, Paul Evans, Roy Akin

THOSE ABSENT: Harry Collins, Mayor Hollie Steil

CALL TO ORDER: Chairman Brand called the meeting to order at 10:04 AM.

Welcome new member, Jack Beandon, Sky Valley Country Club representative

Approval of Minutes

June 27, 2024 - Bruce made a motion to accept the minutes as written, Paul seconded the motion. The committee voted unanimously to approve the minutes.

Discussion Items:

- **Marketing Update – Doug Hollandsworth**

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.**

This is the second one we have done with them, roughly 2x a month, going out to over 50,000 readers

Same story from Len and Joy who were there last month, click on below and scroll down to see both story and photos!

This goes out to over 45,000 golfers, travelers across the SE

[eSouthernGolf eSouthernGolf - Golf - Travel - & Lifestyle News Network](#)

Print article

Latest edition of Golf Central Magazine with our Georgia Golf Trail Breakfast places to eat, goes to over 100,000 golfers and travelers!

[Golf Central Mag- Vol 25 Issue 4](#) pp 32-33 Dillard House is where to go for Sky Valley mention

Working with Forward Rabun and WSB-TV Nelson Hicks

[Nelson's News on WSBTV.com](#)

As you know GGTrail is going to be working with Forward Rabun to help Sky Valley in the coming months and hopefully years. We will help promote Forward Rabun if they help us and Sky Valley. So CJ Thompson hit a homerun right off!! She is going to be with us after the Thursday meeting, will talk more about what will be happening and I am excited about it. GGT after Nelson puts it on WSB's website and other places will market what they did for Sky Valley.

From CJ (email)

Basically, I wanted to have Nelson Hicks interview you and talk about the Golf Trail in general and then specifically on the Sky Valley course. Then we will shoot on the course – so, getting a few really good players for some great action shots would be a plus (we can figure those details out on the 25th). He also has a drone and can do some scenic shots over and above the course as people are playing. Then I want to tie that in with all the other reasons to come up to Sky Valley (Fall Festival et al...). Nelson has said he's available after the 12th of August and I would like to get this location work done before mid-September, giving him at least two weeks to edit etc... before posting end of September/very early October (at least two weeks prior to Fall Festival on 10/19). If you would please send me sometimes you are available and prefer between say, 8/12 and 9/10,

Social media, working with X, Instagram, Facebook and Twitter each month and having Mike May, Brian Weis of Golftrips.com helping me with this.

- **Len Ziehm article, Mountain Golf makes a two-sport story on Sky Valley (How to use article to promote Sky Valley – Doug Hollandsworth)**

Doug will use the article with his various contacts in the golf magazine and internet platforms. He will also find other avenues to expose the article to more people. Sherron will post the articles on the visitor website and Facebook. The committee agrees that this article and photographs depict a well-rounded picture of Sky Valley. Paul mentioned the possibility of printing a pocket-sized book including the article and Sky Valley facts.

- **Jekyll Island Club Resort and SV Country Club reciprocal croquet tournaments – Doug Hollandsworth**

There has been no further communication between Doug and Jekyll Island regarding reciprocal tournaments. Doug will follow up again. Distance and time seem to be issues between the two locations. Paul commented that the idea would be a good opportunity for both clubs due to the cool and hot climates. Ryan added that the Sky Valley Croquet Team does 6 interclub matches with surrounding areas.

- **Visitor Fact Sheet for Sky Valley – Sherron Van Camp, Jim Curtis**
 Sherron created a rough draft of a fact sheet for Sky Valley. Facts included population, demographics, municipal services, history of Sky Valley, geography, climate, real estate, employment, and nearby arts and entertainment. The committee members were given copies and agreed to make changes and updates as needed and bring their ideas to the August meeting. It was suggested that the fact sheet be linked to the Visit Sky Valley website. Discussion was held about adding information about the number of single-family units, condos, timeshares, etc.
- **National Night Out in Sky Valley Update – Jason Streetman**
 City Manger Streetman said he would defer to the interim Police Chief, David Edwards, about the event. He will meet with David Edwards next week regarding the event. Chief Estes recently shared that he was having a difficult time getting public officials to commit to the event in Sky Valley. We are currently not sure if the event will take place this year.
- **Forward Rabun Marketing Board Meeting Report – Sherron Van Camp**
 There was not a Rabun Marketing Board Committee meeting held in July.
- **Stay and Play Golf Inquires and Accommodations – Ryan DeBois**
 Ryan reported that most players are staying in STRs in Sky Valley which is what is suggested by the Country Club.
- **Sky Valley Georgia PGA Pro Tournament, July 15th and 16th – Ryan Debois**
 The tournament went very well, according to Ryan. There were 36 players on the course with a few walking spectators. Some players had never played in Sky Valley, and they commented on the beauty and temperatures here.
- **3rd GSGA Women’s Club Championship – Ryan DeBois**
 The marketing committee will provide goodie bags to the female players. Ryan estimates 50-60 participants, but he will not know exact numbers until closer to the event. Doug will provide Bridgestone golf balls for the event.
- **Website Update – Jason Streetman, Sherron Van Camp**
 Events, announcements, etc. are updated daily.
- **Sky Valley Visitor Center Update – Jason Streetman**
 Traffic continues to grow during the summer months. Many visitors stop by for information about activities in the area, restrooms, and purchasing Sky Valley souvenirs. Until some updates are done to the City Hall/Visitor Center, volunteers are not needed to open the building on weekends.

- Sky Valley Independence Day Celebration, July 5, 2024 – Jason Streetman**
 The event went very well. City Manager Streetman reported that the event was bigger than ever. We had a large crowd, and the fireworks were superb. There was a storm on July 5th, but it really did not interfere with the festivities. Jim Curtis added that the food truck was a high point of the day. Bruce Gant said that there were over 450 people at the POA pancake breakfast, and there were 450 Sid Weber BBQ tickets sold. The Sid Weber Foundation may sell 500 next year. Paul asked about recognizing the Piggly Wiggly for all their help and donations over the past years. Bruce said he would look into it. More community volunteers are needed to make all city events more successful.
- Sky Valley Fall Festival, October 19, 2024 – Jason Streetman**
 Jason stated that we need volunteers to make the event a success. The 2024 Fall Festival will take place on Saturday, October 19, from 10 AM – 4 PM. Vendors, food trucks, hay bale trail, dog parade, hayrides and more will be available. The special projects committee will meet soon to discuss plans.
- Sky Valley Marketing 2024 Budget – Gordon Brand**
 The Marketing Committee’s budget is in good shape according to Jason Streetman and Gordon Brand. A \$100 cleaning fee was paid to Bill Theiss for hosting Joy and Len in one of his homes while they were here on a media visit. \$80 was paid to the City of Sky Valley for items that were included in goodie bags to Len and Joy.
- New Ideas, Marketing Programs for 2024 – Gordon Brand**
 Jim Curtis mentioned that the POA Pancake Breakfast would be a great time for a media visit, so the guests could get a sense of the close community in Sky Valley. Jim also suggested reaching out to hobby groups such as fishing, bird watching, kayaking, hiking, and running. It would be great for Sky Valley to be known for many activities that include nature and diverse age groups.
- Other Business**
 National Purple Heart Day is 8/7/2024. The City and the POA will partner to host a celebration in honor of the Purple Heart recipients and families. Everyone is welcome to attend. The event will be held during the POA meeting at 3:00 PM at the Country Club.
- Next Meeting Date – Thursday, August 29, 2024**

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

The meeting adjourned at 11:14 AM

Respectfully submitted,

A handwritten signature in blue ink that reads "Sherron Van Camp". The signature is written in a cursive style with a large initial 'S' and a long, sweeping underline that extends across the width of the signature.

Sherron Van Camp, Communications Specialist