

Sky Valley Marketing Committee Meeting
Thursday, August 29, 2024
10:00 AM
3608 Hwy. 246 (City Hall)
Sky Valley, GA

MEETING MINUTES

THOSE PRESENT: Gordon Brand, Chairman, Bruce Gant, Jack Brandon, Jason Streetman, City Manager, Ryan DeBois, Jim Curtis, Paul Evans (Zoom), Harry Collins (Zoom), Communications Specialist Sherron Van Camp. Guests—John and Daniela from Time Shares of Sky Valley

THOSE ABSENT: Mayor Hollie Steil

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

Approval of Minutes

July 25, 2024, Jim made a motion to accept the minutes as written, seconded by Jack. The committee voted unanimously to approve the minutes.

Discussion Items:

Marketing Update – Doug Hollandsworth

It's been a busy Social Media month, as you can see below, but have been working mainly on the Nelson Hicks WSB TV promotion as we will talk about that we are doing on Wed. As soon as Nelson gets it back to us AFTER WSB puts it out, I have secured many media partners that will send it out on their social media, Podcast venues. These types of promotions will be great. But probably be in October for that.

Social Media and Media Posts

This one below is another sponsor from Golf One Media, Alan Darty who you met is part of our team. We will be doing 2-3 a month as their main sponsor reaching over 50k travelers, golfers and others.

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.

Below two social media posts come from Joey Johnson who you met last year of Southern Fairways Golf. They are from Instagram and Facebook. These are the type of things I am pushing with my media partners.



Beat the heat at [Sky Valley Country Club](#) and enjoy some amazing golf in the North Georgia Mountains. Added Bonus: You'll meet some of the friendliest and most welcoming people!



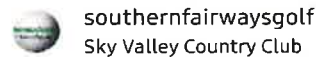
[See insights and ads](#)

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12

1 comment 2 shares

[Like](#) [Comment](#) [Send](#) [Share](#)



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Liked by kipraley and others

southernfairwaysgolf Beat the heat at SkyValley Country Club and enjoy some amazing golf in the North Georgia Mountains. Added Bonus: You'll meet some of the friendliest and most welcoming people!

[#georgiagolftrail](#)
[#skyvalley](#)
[@georgiagolftrail](#)
[#southernfairways](#)
[#georgiagolf](#)
[#golflife](#)

Working on getting a couple more media people here this fall will keep you posted.

Securing another couple magazine articles with our media partners for fall or winter.

I got Bridgestone Golf to donate golf balls to every player this past week for the Sid Weber. So, this will help Bridgestone know more about what is going on at Sky Valley for more events.

WSB-TV Nelson Hicks August 28th Visit to Sky Valley – Doug Hollandsworth

9 AM Sky Valley History--Helen Kleiber at Clubhouse

10 AM Pickleball group--Vickie Heher at Pickleball Courts

11 AM Golf--Ryan DuBois & Doug Hollandsworth at Pro Shop/Country Club & Course

1:00 PM Hiking at Mud Creek Falls--Debbie Dalhouse and the Burgeys at Mud Creek Falls

3:00 PM Fall Festival—Jason Streetman

4:00 PM Croquet—Howard Beckert--Croquet Lawn

The filming went very well. Each segment was on schedule, and the volunteers/hosts were very helpful and accommodating to Mr. Hicks. The WSB TV promotional piece should be ready for viewing by the end of September. We will be able to use the piece for marketing purposes as long as we credit WSB.

Forward Rabun Marketing Board Meeting Report – Sherron Van Camp

Due to conflicting events, the committee did not meet in August.

CJ from Forward Rabun has been in contact with Doug and Sherron regarding the upcoming WSB TV project with Nelson Hicks on August 28.

Visitor Fact Sheet for Sky Valley – Sherron Van Camp and Jim Curtis

The numbers of single-family units, condos, timeshares, and short-term rentals were added. Sky Valley's Mission Statement was also added to the Fact Sheet. The committee wanted to remove some of the demographic information and add more information about real estate, education options in the area, and nature study options—Jim will provide Sherron with more details at the next meeting. Jim also wanted information to be added about Sky Valley being a retirement community, a resort community, and a second home community. Paul questioned the need for the demographics section, Jack defended the need for the information because the people are one of the things that make Sky Valley special. The committee opted to leave some demographic data.

National Night Out in Sky Valley Update – Jason Streetman

Since the city is in transition with a new police chief to be hired soon, the event will be canceled for 2024 and recommended to the new chief for 2025.

Stay and Play Golf Inquires/Accommodations – Ryan DeBois

Ryan said that the inquiries for stay and play golf packages have slowed down. They do have the Good Times Invitational on September 13 and 14; two rounds will be played at Sky Valley. Most groups rent through VRBO or Airbnb. Ryan also added that there have been several new memberships purchased within the last few weeks.

3rd GSGA Women's Club Championship – Ryan DeBois

Ryan will not know the number of players until closer to the event. He estimates between 30 - 60. The marketing committee will provide goody bags for each player. Sherron will build the bags and deliver them to the country club, so they can be placed in each golf cart. Doug will request that Bridgestone golf balls be delivered to Sherron at city hall.

Website Update – Jason Streetman, Sherron Van Camp

The website is kept up to date throughout the year. Events and relevant information are added each week. Articles are added as they are made available regarding Sky Valley.

Sky Valley Visitor Center Update – Jason Streetman

As the end of summer approaches, we still have several visitors each day. Restrooms are the number one reason people stop. Directions to Mud Creek Falls is a popular request among visitors; getting local brochures and Sky Valley souvenirs are also sought after on a regular basis. Jason and Gordon discussed the need for volunteers to open the visitors' center on Saturdays and decided the demand was not great enough at this time.

Sky Valley Fall Festival October 19, 2024 – Jason Streetman

Jason reported that the city may not have shuttles for the festival this year. The shuttles were quite expensive and underutilized in 2023. The car show will take place at the CBC parking lot, pumpkin painting will be under the portico at CBC, and the vendors, live music, and dog events will be held at the lakeside pavilion area. There will be 30-35 hay bales for the hay bale trail. Hayrides, firetruck rides, and food trucks will also be available.

Sky Valley Marketing Committee Fall Festival Hay Bale Entry – Gordon Brand

Gordon asked the committee for input for the marketing committee's hay bale entry for 2024. Ideas will be discussed at the September meeting.

Clayton Tribune Mountain Traveler Magazine (Fall Ad) – Sherron Van Camp
Sherron submitted that ad. It is shown here.



Sky Valley Marketing 2024 Budget – Gordon Brand
The committee is on track with the budget for 2024.

New Ideas, Marketing Programs for 2024 – Gordon Brand
No new ideas or marketing programs were discussed at the meeting.

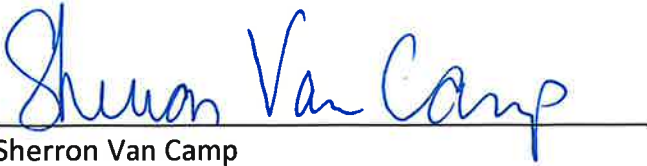
Other Business

Representatives from Time Shares of Sky Valley attended the meeting, Daniela and John. They are interested in possibly joining the marketing committee for promotional purposes. They would like to have reciprocal links for the city site, the visit site, country club site, and their website. Discussions will continue about this partnership in the future.

Next Meeting Date – September 26, 2024

ADJOURNMENT Jim made a motion to adjourn the meeting, seconded by Jack. The committee meeting adjourned.

Respectfully submitted,

A handwritten signature in blue ink that reads "Sherron Van Camp". The signature is written in a cursive style and is positioned above a horizontal line.

Sherron Van Camp
Communication Specialist