

Sky Valley Marketing Committee Meeting
Thursday, October 31, 2024
10:00 AM
3608 Hwy. 246 (City Hall)
Sky Valley, GA

MINUTES

THOSE PRESENT: Gordon Brand, Chairman, Jack Brandon, Jim Curtis, Harry Collins, Paul Evans (Zoom), City Manager Jason Streetman, Communications Specialist Sherron Van Camp, Doug Hollandsworth, Ken Beaty, John Robson

THOSE ABSENT: Bruce Gant, Mayor Hollie Steil

CALL TO ORDER: Chairman Brand called the meeting to order at 10:02 AM.

Approval of Minutes

September 26 ,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

1. We are continuing to work with Golf One Media as I have mentioned before and will each month going forward. This reaches over 75,000 people each week and then they get hundreds of thousands of views during the year. Very excited about continuing this arrangement going into 2025. With sponsorships and articles.
2. As you might have known, the Women's event at Sky Valley did not take place, they only had 28 people sign up and thus it was not beneficial to have the event. I spoke to my contact at the GSGA and we are going to meet in January to talk about 2025 and 2026 to have events here at SV.
3. WSB TV news, starting TV show on Tourism in early 2025. I am not sure what will happen with that, but they want to work with me and see how we can make this happen. I want to keep Sky Valley in this marketing effort once I find out more, I will let you know
4. Working on a 2025 calendar with our media partners, social media, articles, radio, etc. So we should have something coming up in one of the magazines in the coming months. As I have said this takes time to get our message out because we have to work it in their schedules. We will be heading to the PGA Show in January to firm up some of these media people and dates for 2025

5. I promoted the Fall Festival on social media in a big way last week. As I said last week, you all did a great job on everything, and it looked great!

6. Have a story of photos in a two-page article that will be in either Ohio, Michigan or Indiana Golf Journal coming out over the next few weeks should know more any day now. Could be more than one magazine. Already have scheduled 3 articles for 2025 with all 3 magazines

Forward Rabun Marketing Board Meeting Report-Sherron Van Camp

The 2024 budget was reviewed, and the committee is on track to complete the year under budget. If quality offers come in before the end of the year, they will be considered. The 2025 budget was discussed, and some of the contracts will be renegotiated, and others will remain the same. WSB TV and Fox 5 have been our top streaming agents. Atlanta Parent Magazine, Good Housekeeping, and Women's Day have been strong in print and digital formats. We will also continue with the Explore Georgia Travel Guide, Georgia's Great Places, and North Georgia Vacation Guides.

Rabun County Joint Comprehensive Plan Survey Update-Jason Streetman

Sky Valley has submitted our portion of the plan to Adam Hazell at GMRC. GMRC has submitted the county's plan to the state of Georgia for approval. The survey has been completed at this time.

Marketing Committee Mail Chimp survey to SV property and homeowners. Sherron Van Camp

Sherron shared a copy of the survey with the committee for review. If any changes need to be made, they will be completed by the end of the year. The committee's goal is to send the survey out to Sky Valley residents in January of 2025.

Visitor Fact Sheet for Sky Valley- Sherron Van Camp, Jim Curtis

The sheet will be shared with the committee for review. Updates and changes will be made accordingly. Jim shared his portion regarding natural resources (flora and fauna). We will work together to add the data to the Sky Valley Fact Sheet, so others will be made aware of the variety of species in our area.

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

Ryan reported that several large golf groups have booked the club for 20205. He refers the groups to check Airbnb and VRBO for rental locations. He added that the club will soon include a link to the Time Shares of Sky Valley for golf stays. The Time Shares will soon have short term rentals available.

3rd GSGA Women's Club Championship, October 28, 29th. -Ryan DeBois

The event was canceled due to low participation. Ryan did add that the Georgia PGA has inquired about an event in 2025 since the Georgia PGA Senior Tournament did so well this summer in Sky Valley.

Time Shares of Sky Valley discussion-Gordon Brand

Ken reported that they are taking an aggressive approach to market the timeshares and Sky Valley. They plan to begin renovations soon to upgrade the units. They are creating a new website to market rentals and sales. The Time Shares of Sky Valley will be joining the Sky Valley Marketing Committee in January or 2025.

Website Update –Sherron Van Camp

The new Sky Valley Times has been shared. Events and local activities are updated as they are relevant. People have enjoyed the leaf season pictures and events that have been posted. We will focus on winter and holiday events for the next few months.

Sky Valley Visitor Center Update-Jason Streetman

Jason reported that new merchandise is being added to the visitor center on a regular basis. This is a busy time of year for people to visit our area. The staff continues to be hospitable and assist guests with directions, things to do, and more.

Sky Valley Fall Festival October 19, 2024-Jason Streetman

There was a big crowd and the weather was perfect. The shuttle system worked well. The car show was a success with over 30 cars participating. The road closure sign at 246/441 deterred some visitors and the food trucks. Signage for the arts and crafts section was not adequate; it will be improved from now on. The country club did a good job of providing lunch boxes. Ryan requested that perhaps the club could provide all the food next year and not invite food trucks. The Special Events Committee will discuss the food option for next year. We are always looking for ways to improve the festival for all.

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

The committee's haybale entry won 2nd place in the Hay Bale Trail. Gordon and Jack did a great job decorating the bales with "The Adventures in Sky Valley" theme including kayaking, birding, fishing, wildflower viewing and waterfalls.

SV Marketing 2024-2025 Budget-Gordon Brand

Gordon asked for input from the committee and Doug regarding new expenses for 2025. Doug said that he would get back with him if he had any needs for the upcoming year. For the 2025 budget, contribution commitments have been made by the country club, the city, the POA and the timeshare office.

New ideas, Marketing Programs for 2025 Gordon Brand

Jack commented on the growth of Clayton, Ga. He said that the growth will surely benefit Sky Valley. Ryan also mentioned that the Dillard House will also be updated soon and should benefit Sky Valley as well.

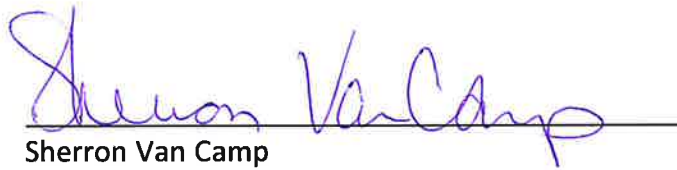
Jason applauded Sean Blanton and his Run Bum Race organization. The event was effortless with the Run Bum volunteers handling registration, trail clearing, and clean up. The committee would like to help with the Sky to Summit race in 2025 if needed.

Other Business

Next meeting date- Thursday, December 12th, 2024, Zoom and In Person

ADJOURNMENT Harry made a motion to adjourn the meeting, seconded by Jim. The committee meeting adjourned at 11:22.

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