

**Sky Valley Marketing Committee Meeting**  
**Thursday, January 30, 2025**  
**10:00 AM**  
**3608 Hwy. 246 (City Hall)**  
**Sky Valley, GA**

**MINUTES**

**THOSE PRESENT:** Gordon Brand, Chairman, Jack Brandon (Zoom), Jim Curtis, Paul Evans (Zoom), City Manager Jason Streetman, Communications Specialist Sherron Van Camp, Doug Hollandsworth, John Robson, Lise Rozier, Daniela Olvera, Harry Collins (Zoom), Mayor Hollie Steil

**THOSE ABSENT:**

**CALL TO ORDER:** Chairman Brand called the meeting to order at 10:03 AM.

**Approval of Minutes**

December 12, 2024, Jim made a motion to accept the minutes as written, seconded by Lise. The committee voted unanimously to approve the minutes.

**Discussion Items:**

**Marketing Update – Doug Hollandsworth**

1. Great article on Sky Valley and Rabun County, <https://skyvalleyga.com/wp-content/uploads/2025/01/Volume-25-Issue-10-20-21-4.pdf> went to over 80K in December.
2. 7th Annual Georgia Golf Travel Awards in Golf Central Magazine <https://skyvalleyga.com/wp-content/uploads/2025/01/Volume-25-Issue-9-Pg-34-35.pdf> again out to over 85k in Jan and at PGA Show
3. Real Estate promotion we want to do with Southern Golf Fairways in Alabama/Florida Panhandle
  - a. I will read off the real estate proposal from Joey--Doug is working to create a reciprocal relationship with a real estate agent and a magazine owner to promote visits and real estate sales in the Alabama/Florida panhandle area and in Sky Valley. He hopes to host the couple soon in Sky Valley for them to get acquainted with our community and capture photos.
4. Sent over a few golf inquiries to Ryan over the last few weeks. This is growing and we want to start including Time Shares asap. Ryan has contacted most of the referrals and set them up with tee times and ways to secure accommodations.
5. PGA Show was a big hit. Talked to different media people about getting them up to SV in 2025. Again, EVERYONE who has been here has said how nice and helpful everyone was and

wanted to come back. I need to put a schedule together for this as soon as I hear back from them. They will let me know when they have time to come to GA.

6. Social Media is being done by all our media contacts, we are looking into getting a part time social media person

#### **Sky Valley Visitor Fact Sheet – Sherron Van Camp**

The committee reviewed the Sky Valley Fact Sheet and approved the content and design. Places of worship was the final detail added to the sheet. It is now ready to be shared with visitors and potential homeowners. The Time Shares office will also have copies to share with guests.

#### **Placer.ai Company – Gordon Brand**

Gordon asked the committee if they see a need for the product to track where the visitors to Sky Valley come from. The committee agreed that the information could be useful for marketing purposes. Sherron and Jason shared that the Forward Rabun Marketing Committee is considering purchasing Placer.ai for Rabun County's cities to use. Each city could have a seat and be able to access the data. No decision has been made. A demo is being scheduled.

#### **Forward Rabun Marketing Board Meeting Report – Sherron Van Camp**

The committee's 2025 budget was discussed. Placer.ai was mentioned as a possible purchase for the committee and Rabun County towns to use for geo-tracking data. Each town could have sign-in credentials. The committee plans to place promotional ads in the Playbill for several productions, continue media and print with WSB-TV, Fox 5, and Atlanta Journal Constitution. Travel Guides will be coming out soon, as will Visitor's Guides.

#### **Rabun County Joint Comprehensive Plan Survey Update – Jason Streetman**

The plan was recently adopted after an 8-month process. The plan allows interested parties to see if potential development could develop. It also includes zoned areas of each city. A final version of the plan has not been released from Georgia Mountain Regional Commission. It will be posted to the city's website upon release.

#### **Time Shares of Sky Valley Update – Daniela Olvera**

Daniela and James shared the latest renovations that are happening at the time shares. They commented that they are having a difficult time with updates due to a shortage of maintenance men. The website has been updated, and they hope to have online reservations in the future.

#### **Stay and Play Golf Inquires and Stay and Play Accommodations – Ryan DeBois**

Ryan reported that he has seen a massive increase in groups that are booking tee times and searching for accommodations in Sky Valley. The club will not host any PGA events this year, but they will host several Georgia State Golf events. Club Caddy, an app and online program) will soon be implemented at the Country Club allowing guests to book tee times, pay for golf, and utilize GPS while golfing. All details will be digitized.

### **Website Update – Sherron Van Camp**

The website continues to be updated with local information and events. People respond well to the website page and the Visitor Facebook page. Restaurant updates are coming soon.

### **Sky Valley Visitor Center Update – Jason Streetman**

New products are added, and established products are restocked in the Visitor Center on a regular basis. Christmas and holiday sales went very well for the center. The Sky Valley Calendar and the 500-piece jigsaw puzzles continue to sell well. With Highway 106 open for travel, we have seen more traffic in the visitor center.

### **Sky Valley Marketing 2025 Budget – Gordon Brand**

The committee's 2025 marketing budget was approved at the January Council meeting. The city, the POA, and Time Shares have paid their annual contributions to the marketing budget. The club will pay their portion soon.

### **New Ideas, Marketing Programs for 2025 – Gordon Brand**

Paul mentioned that the committee should use influencers around our area to advertise Sky Valley. He shared a reel from Tik Tok and discussed Gunner Stockton as a possibility. He added that many college kids would be good influencers. Lise agreed that it could be a good idea to utilize influencers and social media for free. Hollie said that perhaps WSB TV could aid in this feat for a small fee.

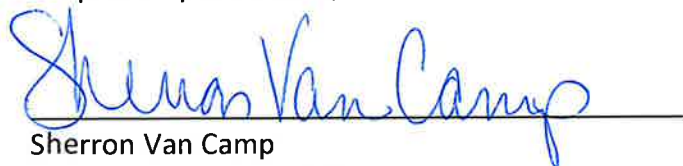
### **Other Business**

Gordon shared that the January issue of Sky Valley Times was very creative and thanked Sherron. The committee discussed advertising in the Atlanta Braves memory book for \$2,500 (1/2 page). The group agreed that our funds could be used in better places to bring new guests and homeowners to Sky Valley. Jason shared an email from the Winter Chautauqua Silent Auction benefitting the Northeast Georgia Mountain Travel Association. Ryan offered a foursome golf gift certificate, and the committee suggested that the marketing committee share a goody bag to be part of the donation.

### **Next Meeting Date – Thursday, February 27, 2025**

**ADJOURNMENT** Jim made a motion to adjourn the meeting, seconded by Lise. The committee meeting adjourned at 11:54.

Respectfully submitted,



Sherron Van Camp  
Communication Specialist