

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

**AGENDA**

**CALL TO ORDER**

Welcome:

\*Time Shares of Sky Valley as a new member of the Sky Valley Marketing Committee and their representatives, Daniela Olvera and John Robson

\*New POA Marketing Committee representative Lise Rozier

**Approval of Minutes**

December 12, 2024

**Discussion Items:**

- Marketing Update – Doug Hollandsworth
- Sky Valley Visitor Fact Sheet – Sherron Van Camp
- Placer.ai Company – Gordon Brand
- Forward Rabun Marketing Board Meeting Report – Sherron Van Camp
- Rabun County Joint Comprehensive Plan Survey Update – Jason Streetman
- Time Shares of Sky Valley Update – Daniela Olvera
- Stay and Play Golf Inquires and Stay and Play Accommodations – Ryan DeBois
- Website Update – Sherron Van Camp
- Sky Valley Visitor Center Update – Jason Streetman
- Sky Valley Marketing 2025 Budget – Gordon Brand
- New Ideas, Marketing Programs for 2025 – Gordon Brand
- Other Business
- Next Meeting Date – Thursday, February 27, 2025

**ADJOURNMENT**

**Sky Valley Marketing Committee Meeting**  
**Thursday, December 12, 2024**  
**10:00 AM**  
**3608 Hwy. 246 (City Hall)**  
**Sky Valley, GA**

**MINUTES**

**THOSE PRESENT:** Gordon Brand, Chairman, Jack Brandon, Jim Curtis, Paul Evans (Zoom), City Manager Jason Streetman, Communications Specialist Sherron Van Camp, Doug Hollandsworth, Kim Beaty (Zoom), John Robson (Zoom), Bruce Gant, Daniela Olvera

**THOSE ABSENT:** Harry Collins

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

**Approval of Minutes**

October 31, 2024, Jack made a motion to accept the minutes as written, seconded by Jim. The committee voted unanimously to approve the minutes.

**Discussion Items:**

**Placer:** Placer.ai is a location analytics company that collects geolocation data from mobile devices enabled to share data in anonymized fashion. It supports clients' needs to measure and store traffic, and the results of marketing campaigns intended to drive traffic. Kevin Bryant, Placer representative, presented a short demonstration of the application of mobile location data. The program could show the number of visits, visitors, and frequency of visits of residents, visitors, and/or employees on any given day. The application provides a heat map of the visitors' hometowns. There is an annual subscription. The committee will discuss possible needs for marketing Sky Valley with Placer and other comparable application systems.

**Marketing Update – Doug Hollandsworth**

Doug reported that there will be a new article about Sky Valley coming out very soon. It will be in print and in digital format. Golf One Media will continue its sponsorship in 2025. Doug will be attending the PGA show in January and will promote Sky Valley. He plans to lean towards real estate next year and hopefully do some cross marketing with the Gulf Coast area. More media visits are coming. Doug is working to schedule top notch people. He also plans to work with Explore Rabu to help put a spotlight on Sky Valley.

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

The committee reviewed the fact sheet. Sherron will add the timeshares link to the lodging section. Jim suggested a few changes in the wording on the introduction to the sheet, the population and demographics section and the lodging/shopping sections. The committee

agreed that the fact sheet is ready to be distributed to visitors and in goody bags for events including golf tournaments and prospective homeowners.

#### **Time Shares of Sky Valley discussion – Gordon Brand**

Daniela reported that the timeshares will continue 10 more years according to the most recent vote among owners. Many of the units are being updated with new decks, paint, curtains and blinds. She stated that there are currently 73 units for rent with 6 walk-in units that require no steps for entry. There are different prices for overnight rentals depending on the number of bedrooms. Once remodeling is completed, the committee would like to do “walk throughs” of the updated units.

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

The committee will continue to research Placer, the geo-fencing/location application and others that may be comparable.

The committee discussed that it could be beneficial for Sky Valley to have a hotel in the future.

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

Gordon reviewed the 2024 and 2025 budgets for the marketing committee making a few changes after discussion. Jason suggested that the total amount should be presented to the City Council rather than an itemized list. In doing so, the budget could be amended with a committee vote rather than having to get Council’s approval for any changes that may be needed. Gordon will present the budget at the January 2025 council meeting.

Jack made a motion to approve the committee’s budget, seconded by Bruce. The committee unanimously agreed.

#### **Other Business**

For the 2025 marketing members, all have agreed to continue to work on the committee except for Bruce. The POA will provide the name of their new representative to Gordon to get the Council’s approval in January. The committee will also request Timeshares representatives to be officially added, Daniela Olvera and John Robson.

#### **Next Meeting Date – Thursday, January 30, 2025**

**ADJOURNMENT** Jim made a motion to adjourn the meeting, seconded by Jack. The committee meeting adjourned at 11:50.

Respectfully submitted,

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Sherron Van Camp  
Communication Specialist