

Sky Valley Marketing Committee Meeting
Thursday, March 27, 2025
10:00 AM
3608 Hwy. 246 (City Hall)
Sky Valley, GA

AGENDA

CALL TO ORDER

Welcome – Danny & Alice Scott, Multimedia Journalist, known as Couple of Travelers, and American Golfing couple are visiting Sky Valley

Approval of Minutes

February 27, 2025

Discussion Items:

- Marketing Update – Doug Hollandsworth
- Multimedia Journalist Danny & Alice Scott Sky Valley Visit Itinerary – Gordon Brand
- 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, Paul Evans-Gunner Stockton, Sky Valley Golfers as a possible influencer to advertise Sky Valley. Advertise Evergreen route to Sky Valley
- Other Business
- Next Meeting Date – Thursday, April 24, 2025

ADJOURNMENT

Sky Valley Marketing Committee Meeting

Thursday, February 27, 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), Communications Specialist Sherron Van Camp, Doug Hollandsworth (Zoom), John Robson, Daniela Olvera Mayor Hollie Steil (Zoom)

THOSE ABSENT: Lise Rozier, City Manager Jason Streetman, Harry Collins

CALL TO ORDER: Chairman Brand called the meeting to order at 10:07 AM.

Approval of Minutes

January 30, 2025, Jack made a motion to accept the minutes as written, seconded by Paul. The committee voted unanimously to approve the minutes.

Discussion Items:

Marketing Update – Doug Hollandsworth

1. Hey, most of the things I need to talk about are having two media couples coming up in March if it all works out.
 - A. Like I said before Joey and Lisa Johnson from Southern fairways to talk about the real estate deal, I'm supposed to talk to Joey hopefully this week to firm up the details
 - B. The second couple is Alice & Danny Scott who were there a few years ago. They are doing a lot more marketing and they're going to be in northeast Atlanta at the end of the month and I think it would be great if they got to come up for another couple of days.
 - C. I am talking to the people at the Dillard house about having them come there as well so they can talk about more things to do there in Rayburn County.
2. I've got an article coming out mid spring about Sky Valley and other things to do around there.
3. Still working with Golf one media on sponsorships as we have in the past.
4. We are working on a big promotion for the Masters that will encompass a lot of things to get a lot of attention here in Georgia and this will include Sky Valley as well.

Sky Valley Visitor Fact Sheet – Sherron Van Camp

The Fact Sheets are ready to be shared and distributed. Sherron will give Ryan and Daniela copies for the country club and timeshares. The sheets are also now included in the new resident information provided to new homeowners.

Placer.ai Company – Gordon Brand

We are awaiting the outcome of the Rabun County Marketing Committee to see if Sky Valley will have access to the county's account.

Forward Rabun Marketing Board Meeting Report – Sherron Van Camp

Placer ai gave a demonstration of their product. The committee was impressed with its capabilities. The budget was reviewed. Rabun County will have ads in James Magazine and Atlanta's Magazine—Summer Fun Guide. An ad will also be placed in Southbound Magazine's Spring Edition.

Rabun County Joint Comprehensive Plan Survey Update – Jason Streetman

Mayor Steil reported that the Plan has been completed, but Georgia Mountain Regional Commission has not released the final report to the city. It will be posted on the city's website once it is received.

Time Shares of Sky Valley Update – Daniela Olvera

The timeshares have been doing renovations in several units including new decking, cleaning the trash and yard debris, adding colorful landscaping in front of the units, replacing sofa sleepers, and fixing things as they need to be repaired in individual units. John reported that he thinks they will be in a good position for rentals. Couples and small groups will be ideal guests for them due to the timeshare owners blocking their rental times. The inspection date for the SV Marketing Committee to inspect the updated rental units for golfers has been delayed until the fall 2025.

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

New inquiries are coming in. Ryan expects that more inquiries will be coming in during the spring and summer. The club is in the middle of transitioning to a new software system. The new software will create a master calendar that will be made available to the public.

Doug has sent a few golf requests for small groups, and he has been able to set them up for golfing dates. There will be several tournaments this summer and fall.

Website Update – Sherron Van Camp

Things are going well. Getting ready to transition from Winter to Spring ideas and events. Updates are performed on a regular basis.

Sky Valley Visitor Center Update – Jason Streetman/Sherron Van Camp

Traffic is picking up with more people stopping by for directions, restrooms, and getting information about our area. Merchandise sales continue to show growth.

Sky Valley Marketing 2025 Budget – Gordon Brand

Gordon stated that the committee's budget is looking good for the year. He did add that the Sky Valley Country Club has not paid the \$5,000 to the committee for the year. Ryan said that he will make sure that it is taken care of.

New Ideas, Marketing Programs for 2025 – Gordon Brand, Paul Evans-Gunner Stockton, as possible influencer to advertise Sky Valley

Paul suggested that we use Sky Valley golfers/community members to promote Sky Valley. Perhaps comments could be videoed and shared as marketing ads.

Mayor Hollie suggested that we advertise the Evergreen route to Sky Valley this year, so visitors could avoid driving through the road construction in the Dillard area. She mentioned that signage could be added on Hwy 441.

Other Business

Winter Chautauqua Silent Auction item, SVCC foursome golf certificate – Sherron Van Camp

The Country Club donated a foursome for golf. Also included in the basket are 2 hats, 2 can koozies, a candle, a flask, and 2 wristbands. The coordinator said that she will plan for the basket to be picked up prior to the event. An invoice of \$73 was submitted to the marketing committee and approved by Chairman Brand.

Next Meeting Date – Thursday, March 27, 2025

ADJOURNMENT Jim made a motion to adjourn the meeting, seconded by John. The committee meeting adjourned at 11:14 AM

Respectfully submitted,

Sherron Van Camp
Communication Specialist