

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

Minutes

THOSE PRESENT: Gordon Brand, Chairman, Jack Brandon (Zoom), Jim Curtis, Communications Specialist Sherron Van Camp, Doug Hollandsworth, John Robson, Daniela Olvera, Ryan Dubois, City Manager Jason Streetman, Joey Johnson-Southern Fairways, Lisa Johnson-realtor in Gulf Shores, AL, area

THOSE ABSENT: Harry Collins, Paul Evans, Lise Rozier, Mayor Hollie Steil

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

Approval of Minutes

February 27, 2025, Jim made a motion to accept the minutes as written, seconded by John. The committee voted unanimously to approve the minutes.

Discussion Items:

Welcome – Joey and Lisa Johnson, Southern Fairway Magazine are visiting Sky Valley

The couple introduced themselves and shared details of their backgrounds, ideas, and intentions to help promote visitors and real estate prospects in Sky Valley. The marketing committee presented an itinerary for the couple's visit including waterfalls, golf, homes for sale, club and timeshare amenities, and more. The Johnsons were impressed with Sky Valley. The people, the natural beauty, the many things to do in our area, and the pristine golf course were among the things they mentioned. Joe's magazine, *Southern Fairways*, will feature Sky Valley in the summer edition.

Discussion Items:

Marketing Update – Doug Hollandsworth

The recent media couple who visited Sky Valley, Danny and Alice Scott, loved the area and all that it has to offer.

The goal between all media visitors and Sky Valley is the promotion of Sky Valley as a destination for visitors and potential home buyers. Doug and Joey plan to market a reciprocal relationship between the Gulf Shores area and Sky Valley. Lisa will be the point of contact for real estate needs.

We want more people to know about Sky Valley and what a sensational place it is.

Joey and Lisa Johnson, Southern Fairway Magazine Sky Valley Visit Itinerary – Gordon Brand
Gordon discussed the itinerary for Joey and Lisa's visit. They will have lunch and dinner at the club and play golf on 3/27/25. 3/28/25 will be a real estate tour, explore the nearby amenities, and croquet.

Placer.ai Company – Gordon Brand

Sky Valley marketing will not be pursuing a Placer ai account at this time.

Forward Rabun Marketing Board Meeting Report – Sherron Van Camp

The Forward Rabun Marketing Board has purchased Placer ai for the board's use. At this time, CJ Thompson, of Forward Rabun, Pam Thompson of Dillard, and Sherron Van Camp of Sky Valley have log in credentials through Forward Rabun. Training will take place soon, so the program can be utilized to the fullest.

Rabun County Joint Comprehensive Plan Survey Update – Jason Streetman

The plan has been completed and approved. However, it has not been shared with Rabun County's towns at this time.

Time Shares of Sky Valley Update – Daniela Olvera

Tanglewood H has been fully remodeled. New decking is being installed on D side of Wingfoot. New clay is being installed for the tennis courts. The pool should be open by Memorial Day. The hot tub has new heaters and has been regouted. 3 new treadmills will soon be added to the fitness center and wiring updates will be added to work out area.

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

Ryan reported that they still receive a fair amount of group bookings for golf. Ryan refers the clients to VRBO, AirBNB, and area hotels for lodging arrangements. Soon, the timeshares will be included in the lodging options.

Website Update – Sherron Van Camp

New events and pictures are added as they are relevant. Updates will continue to be made on a regular basis.

Sky Valley Visitor Center Update – Jason Streetman

New products are added regularly. New Sky Valley T shirts are being produced. Visitors are coming in more frequently due to the warmer weather.

Sky Valley Marketing 2025 Budget – Gordon Brand

The budget is on track for 2025. The Country Club check should be paid this week.

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

Ryan said that QR codes could be added to the golf carts with a prompt for golfers to record a message about their experience on the course and in Sky Valley. It could then be shared with the marketing committee for promotional purposes.

Sherron mentioned roadside signs/banners to be posted on the roadside up to Sky Valley. She will check with Sign Express in Franklin to get prices and more information.

Other Business

None at this time.

Next Meeting Date – Thursday, April 24, 2025

ADJOURNMENT Jim made a motion to adjourn the meeting, seconded by John. The committee meeting adjourned at 11:27 AM

Respectfully submitted,


Sherron Van Camp
Communication Specialist