

Sky Valley Marketing Committee Meeting
Thursday, April 24, 2025
10:00 AM
3608 Hwy. 246 (City Hall)
Sky Valley, GA

Minutes

THOSE PRESENT: Gordon Brand, Chairman, Jim Curtis, Communications Specialist Sherron Van Camp, Doug Hollandsworth (Zoom), John Robson (Zoom), Daniela Olvera, Ryan Dubois, City Manager Jason Streetman, Paul Evans, Mayor Hollie Steil

THOSE ABSENT: Lise Rozier, Harry Collins, Jack Brandon

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

Approval of Minutes March 27, 2025

Jim made a motion to accept the minutes as written, seconded by Daniela. The committee voted unanimously to approve the minutes.

Discussion Items:

Marketing Update – Doug Hollandsworth

Doug shared information regarding the relationship between Joey and Lisa Johnson and Sky Valley. Joey will be promoting Sky Valley in his magazine, Southern Fairways. Lisa will be building an ad to share the real estate and amenities in Sky Valley, as Sky Valley will share and promote the Gulf Shores, Alabama, area. Joey will also be advertising Sky Valley throughout the year with special promotions.

Doug plans to have a media trip to our area soon. The committee complimented the article written by Ella Scott. The article has been shared on Facebook page and the Visit website.

Upcoming radio shows are planned and banner ads in golf One Media. The banner click takes the audience to the Country Club's website. Doug also said that he would like to incorporate the Time Shares for stays once they are updated and ready.

Placer.ai Company – Gordon Brand

Sky Valley Marketing Committee will not be purchasing the Placer AI program.

Forward Rabun Marketing Board Meeting Report – Sherron Van Camp

The budget was the topic of the night since CJ's salary will now come out of the Rabun County Marketing Board's budget. \$50,000 worth of advertising and funding efforts for county events will be cut due to the reduction of funds.

Placer has been activated for the Forward Rabun Marketing Board. Sherron from Sky Valley, Pam from Dillard, and CJ from Clayton currently have log in credentials. 2 training courses have been completed, and more are scheduled. Sherron shared Placer reports with the committee.

The committee questioned the cut in the budget. Jason mentioned that Sky Valley could have its own business district for our use. The committee discussed the benefits of Forward Rabun and its ability to reach a larger audience.

Rabun County Joint Comprehensive Plan Survey Update – Jason Streetman

The Comprehensive Plan has not been shared with the cities at this time.

Time Shares of Sky Valley Update – Daniela Olvera

The fitness center has been updated to include new treadmills and a rowing machine. The floors and electrical wiring have also been updated. John reported that the clay tennis courts are being repaired and will be ready for use in early May 2025. The Time Shares office is working to identify consecutive weeks for 4 day golf weekends. The availability of units will be most prevalent in early spring and late fall. Twenty-two units have been identified at this time.

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

Ryan shared that the Country Club has added Wi-Fi boosters to improve reception for members and guests. Within the first two weeks of May, the club's new website will be live. Golfers will be able to secure tee times through an app, as well as order snacks/meals from the Turn Café. QR codes will be able to be used for golfers to record videos regarding their day on the course. These videos, funny or serious, could be used in marketing Sky Valley.

Website Update – Sherron Van Camp

The website is updated regularly to showcase Sky Valley. Visits, home sales, current events, and local things to do in and near the city are highlighted.

Sky Valley Visitor Center Update – Jason Streetman

New merchandise is being added on a regular basis. Visitors are encouraged to utilize the interactive kiosk. We are starting to see more visitors as the season changes. Directions, restrooms, and merchandise are the key reasons people come in.

Advertising, North Georgia Living Magazine – Gordon Brand

The magazine contacted Sherron regarding advertising. It is too late to be in the Spring or Summer issue, but the Fall issue is a possibility. The deadline for submitting an ad is July 23rd. The cost for 1/3-page ad is \$750. The committee decided to dismiss this option for now

Ryan shared that the club has opted to place ads in Rabun Neighbor and Macon Neighbor magazines. He offered for the Sky Valley Marketing Committee to share the cost of the ads and advertise local events in Sky Valley. The committee approved the sharing of the ad cost for 2 ads. The shared cost per ad is \$650. At the May meeting, the Marketing committee will decide the months to run the ads.

Sky Valley Marketing 2025 Budget – Gordon Brand

The budget is on track for the year 2025. The committee committed \$2,500 to road signs to be posted on Hwy 246 leading to Sky Valley. New ideas Marketing Program for 2025 Sky Valley Road Signs.

New Ideas, Marketing Programs for 2025

An idea is to utilize Sky Valley Golfers as influencers to advertise Sky Valley. Ryan DeBois, QR codes, golfers to record a message about their experience on the course and in Sky Valley and share to Ryan and Sherron's email addresses. This information would be beneficial for marketing.

Advertise Evergreen route to Sky Valley – Jason Streetman

Jason mentioned that he is working on getting a GDOT-approved directional sign installed on Hwy 441 near the traffic light by the Rabun Gap Post Office. The sign would include an arrow directing drivers toward Kellys Creek Road. The committee also discussed the possibility of adding Sky Valley directional signage at Evergreen and Crusher Run. However, Jim noted that routing visitors through the Evergreen entrance is not ideal due to the large areas of undeveloped land and the potential for visitors to get lost. The main entrance, which is attractively landscaped, remains the preferred access point to the city.

Sky Valley roadside signs, banners up to Sky Valley – Sherron Van Camp

Sherron contacted Signs Express in Franklin, NC, regarding double sided 4' x 8' digitally printed signs to encourage people to visit Sky Valley. The signs include golf, views, hiking, and Mud Creek Falls. The cost of each sign is \$546.46. The city will install the signs and incur the cost of the wooden posts to do so. 4' x 10' would cost \$725.06 per sign. The committee committed \$2,500 for the road signs to be posted on GA 246 or NC 106, subject to final approval at our May meeting the posted location for the signs and size. Jason will check with the officials of NC to determine if we can post signs on NC 106.

Other Business

Next Meeting Date – Thursday, May 29, 2025

ADJOURNMENT

Jim made a motion to adjourn the meeting, seconded by Paul. The committee meeting adjourned at 11:49 AM

Respectfully submitted,

A handwritten signature in cursive script that reads "Sherron Van Camp". The signature is written in black ink and is positioned above a horizontal line.

Sherron Van Camp
Communication Specialist