

Sky Valley Marketing Committee Meeting

Thursday, May 29, 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, John Robson (Zoom), Daniela Olvera, Ryan Dubois, City Manager Jason Streetman, Paul Evans (Zoom), Mayor Hollie Steil (Zoom), Jack Brandon

THOSE ABSENT: Lise Rozier, Harry Collins

CALL TO ORDER: Chairman Brand called the meeting to order at 10:01 AM.

Approval of Minutes April 24, 2025

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

Discussion Items:

Marketing Update – Doug Hollandsworth

A lot going on with planning for the rest of 2025, more media people, more media partners with stories in their articles about SV. Radio is coming up this summer, working on more real estate partners in other areas.

Real Estate Program with Southern Fairways Golf, below are the links they have on their sites, more real estate ads coming soon to promote SV

Home Page: <https://southernfairwaysgolf.com/>

Real Estate Page (bottom): <https://southernfairwaysgolf.com/real-estate/>

News & Features Page (top): <https://southernfairwaysgolf.com/news-features/>

All those ads link to our internal page about Sky Valley, which include links to Sky Valley CC, Visit Sky Valley, and the City of Sky Valley websites.

Here is a link to our Sky Valley Page: <https://southernfairwaysgolf.com/sky-valley-ga-georgias-highest-coolest-city/>

Summer issue coming out on Southern Fairways Golf

1. Joey got some photos but would like to explore getting more, needs high resolution; some of the drone shots that he got were not that good, magazine photos are tricky, and he needs a good cover photo...but still talking to him. Any other photos we can send him? Doug stated that the photos that have been shared with him were good.
2. Real Estate section about programs with SV and FG will be in the article
3. Need quote from someone at SV for the article. Gordon was asked to create a quote.

More is coming with Joey over the summer and fall to showcase what we are doing with them. Any ideas for us to showcase them will be great as well.

Newsletter sponsor

This just went out yesterday to over 50,000 people across the Eastern US.

Posting Lisa Johnson ad on the Sky Valley Website - Gordon Brand, Sherron Van Camp

The committee discussed posting the ad on the Visit Sky Valley website. Also discussed, the POA website has live listings of available real estate in Sky Valley. Does the marketing committee need to duplicate their efforts. Lisa Johnson will be posting Visit Sky Valley banners on her website and Joey's golf magazine, Southern Fairways. The request is for Sky Valley to post her banner on our site to encourage a reciprocal relationship.

Prior to the approval of Lisa banner, a committee of Jack Brandon, chair, Paul Evans, Gordon Brand, Sherron Van Camp was formed to recommend policies for real estate ads posted on our visitor website. The committee will present their recommendations at our next meeting on June 26th.

Forward Rabun Marketing Board Meeting Report – Sherron Van Camp (Placer.AI Company Program update)

Sherron was not able to attend May's meeting, but she is continuing to train with Placer AI and Forward Rabun to learn more about the program. At June's meeting, Rabun County will be named "Waterfall Capital of Georgia".

Rabun County Joint Comprehensive Plan Survey Update – Jason Streetman

The plan has been submitted since October of 2024. The county and the city of Tiger have yet to approve the final version. Adam Hazzel will keep Jason Streetman posted about the passing of the plan.

POA Survey, “Why People buy in Sky Valley” – Gordon Brand

The committee posed the question of how the survey could benefit the marketing committee. It was decided that the information is good to know where potential homeowners are from, the ages of our residents, and the importance of the natural and physical amenities of Sky Valley. Sherron will send the survey out via email to residents, and results will be discussed at a later meeting.

Time Shares of Sky Valley Update – Daniela Olvera

Daniela shared that the pool is now open. The workout area has a new fitness bike, a rowing machine, and 3 new treadmills. The floor in the work out area has been replaced, and the area has been painted. Several condo units are being updated with new paint, landscaping, and decking. The clay tennis courts are also being painted with fresh lines in the very near future. The months of June and July are booked with time share owners. The goal is to have several units ready to be viewed and used for short-term rentals by the end of July.

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

Ryan stated that not much has changed regarding stay and play inquiries since most large groups have already booked for this summer season. Ryan did share that the Rabun County Sheriff's Office golf tournament has been booked for this October with over 100 local people playing at Sky Valley. Goody bags will be provided by the marketing committee.

Website Update – Sherron Van Camp

The website is updated regularly along with the Visit Sky Valley Facebook page. New events, pictures, and attractions are included in the updates.

Sky Valley Visitor Center Update – Jason Streetman

The visitor center is getting busier each day with the season change. Many people stop by for restrooms, directions, and purchasing Sky Valley merchandise. Directions to Mud Creek Falls is always a popular request among travelers.

Advertising:

Rabun Neighbor and Macon Neighbor Magazines Ad – Gordon Brand, Ryan DeBois

The Rabun County Neighbor Magazine ad is ¼ of a page, while the Macon County Neighbor Magazine ad is ½ page. The marketing committee for Sky Valley will split the cost of 2 ads in each magazine (\$1,300) for 2 months to advertise the Fall Festival. The ads will run in the September and October issues. Ryan will share the ad design details with Sherron prior to the due dates.

Mountain Traveler Magazine Spring/summer Ad – Sherron Van Camp

The Mountain Traveler Magazine ad was submitted in the spring. Summer and Fall will also be submitted this year for future ads.

Sky Valley Marketing 2025 Budget – Gordon Brand

The committee is in good shape for the 2025 budget.

New Ideas, Marketing Programs for 2025

Sky Valley Influencers, CR codes, golfers to record a message about their experience on the course and in Sky Valley – Ryan DeBois

Ryan spoke with Gunner Stockton who recently played the course. He said that he loves playing in Sky Valley and might be able to do some promos in exchange for golf. He has managers who handle his social media.

Sky Valley Roadside Signs – Sherron Van Camp

The committee agreed to 4 roadside signs with eye-catching pictures promoting golf, hiking, views, and the waterfall along Highway 246. Jim made a motion to approve the purchase of the signs seconded by Jack. The committee agreed unanimously. Public works will install the signs. Jason will check into the placement of the signs.

Other Business

None

Next Meeting Date – Thursday, June 26, 2025

ADJOURNMENT

Jim made a motion to adjourn the meeting, seconded by Jack. The committee meeting adjourned at 11:31 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