

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

AGENDA

CALL TO ORDER

Approval of Minutes

September 25, 2025

Discussion Items:

- Marketing Update – Doug Hollandsworth
- Marketing Committee Luncheon at the Sky Valley Country Club to familiarize areas realtors with the Sky Valley Community – Gordon Brand
- Forward Rabun Marketing Board Meeting Report – Sherron Van Camp
- Time Shares of Sky Valley Update – Daniela Olvera
- Stay and Play Golf Inquires and Stay and Play Accommodations – Ryan DeBois (Goodie Bags for Golf Tournaments)
- Website Update – Sherron Van Camp
- Sky Valley Fall Festival Update – Jason Streetman
- Marketing Committee 2025 Hay Bale Decorations – Gordon Brand
- Sky Valley Marketing 2025, 2026 Budget – Gordon Brand
- New Ideas, Marketing Programs for 2025, 2026
- Professional Video of Sky Valley – Gordon Brand
- Sky Valley Roadside Signs – Sherron Van Camp
- Other Business
- Next Meeting Date – Thursday, November 27, 2025

ADJOURNMENT

Sky Valley Marketing Committee Meeting
Thursday, September 25, 2025
10:00 AM
3608 Hwy. 246 (City Hall)
Sky Valley, GA

MINUTES

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

THOSE PRESENT: Gordon Brand, Chairman, Communications Specialist Sherron Van Camp, John Robson, Ryan Dubois, Jim Curtis, Jack Brandon, Paul Evans (Zoom), Kim Beaty, Harry Collins

THOSE ABSENT: Lise Rozier, Daniela Olvera

Approval of Minutes: August 28, 2025

Kim made a motion to approve the minutes as written, seconded by Jack. The committee unanimously agreed. The minutes were approved.

Discussion Items:

Marketing Update – Doug Hollandsworth

1. this is going out in a email blast from Golf one media just about Sky Valley goes out to about 70,000 people <https://skyvalleyga.com/>

2. Southern Golf Fairways is putting a online ad about Sky Valley real estate and links that should come out any day. I will pass them on when I get them that will go out to about 35,000.

3. We just did some new brochures and we have Sky Valley as part of the front cover. We will continue this and redo this for the first of 2026. I can send you a picture of the brochure when I get back from Savannah. We just got them done. These will go out to all the visitor centers across Georgia online many other places. I have the Sky Valley magazines that I'm going to share with some other people down here in Savannah.

4. Steve Pike's visit went really well. He appreciated everybody's thoughtfulness. He had a great time. He already sent out some social media stuff and he is traveling still and will be back and do a big story on Sky Valley that I will pass on to everybody that will reach a lot of people thank you all for what you did he loved the house and the view top of the mountain so thank you Lise for your help there I have not talked to him personally to find out more, but will soon

5. Working on a Christmas angle for Sky Valley that would take off in November that will be social media articles newsletter, more on that later.

Steve Pike, Spike's Golf & Travel, September 9-12 visit to Sky Valley – Gordon Brand

The visit went very well according to Gordon. Steve stated that the people in Sky Valley were very friendly and welcoming. They enjoyed the club tour, croquet lessons, timeshares and dinners at the club. The group also visited local activities in Scaly Mountain. Steve Pike will release an article about Sky Valley soon.

Visit Sky Valley Webpage, Realtors Tab Information Update – Sherron Van Camp

Another realtor has been added to the site. Sherron will publish the invitation to realtors monthly to add more as they are received. The web page featuring realtors looks nice and provides direct links to the realtors' websites.

Marketing Committee Luncheon at the Sky Valley Country Club to familiarize areas realtors with the Sky Valley Community – Gordon Brand

Gordon received the following comments from Howard Beckert.

Our marketing committee has done a good job of displaying to the outside world the treasures of Sky Valley.

Would it be an effective strategy to bring our area realtors into SVCC for a luncheon or happy hour, etc., to display what is available in Sky Valley? I am not sure all the areas realtors realize all that is available, particularly at the Club and the what the available homes, lots that are here in the area. As we know that vibrant real estate market brings great dividends to our City and Club.

Ryan noted that there is currently no policy in place for realtors bringing potential homeowners to the club for lunch and tours of the facilities. Jack added that it would be helpful if realtors knew they could contact the club for tours, lunch, and access to amenities such as the workout facilities and pool. The committee questioned whether there is a true need for this service, and the group agreed that it would benefit Sky Valley and potential buyers to experience what the club and time shares have to offer. Kim suggested reaching out to a realtors' association and inviting realtors to an annual luncheon hosted by the club to showcase Sky Valley. The cost of such an event could be shared by the marketing committee. Gordon will contact local area realtors and report at the next meeting, if there is need and interest in attending a Sky Valley Marketing Committee luncheon at the Club.

Forward Rabun Marketing Board Meeting Report – Sherron Van Camp (Placer.AI Report Comparing Visits to Sky Valley Weeks of July 1-7, of 2024-2025) How to use this information for marketing.

The Forward Rabun Marketing Board did not meet in September due to many participants' scheduling conflicts.

Sherron did run the Placer AI report to compare the Fall Festivals of 2023 and 2024. The attendance was down from 905 in 2023 to 562 in 2024. The committee surmised that the attendance was down in 2024 due to the storm, Helene, and a large sign was posted at Highway 246 and 441 indicating that the road was closed.

We will run a comparison including 2025 after the event.

Gordon asked how we can use the information from this report to aid in marketing efforts. Sherron will share the complete report with the committee.

Time Shares of Sky Valley Update – John Robson

John stated that the Time Shares of Sky Valley will continue to be a part of the marketing committee in 2026. New walkways are being built at the Sawgrass units. More repairs and upgrades will be done from November through May next year. The Time Shares truly appreciated being a part of the Steve Pike media visit. They were proud to be able to show how their business works and the amenities that they have to offer. Kim Bettey reported their board has approved for their 2026 budget, \$5,000 financial contribution for the Marketing Committee.

Stay and Play Golf Inquires and Stay and Play Accommodations – Ryan DeBois (Goodie Bags for Golf Tournaments)

The club is hosting several tournaments in October and November. The marketing committee will provide 80 goody bags to the club for the October 16th event—Rabun County Sheriff's Office Charity Tournament. Doug Hollandsworth sent golf balls to Ryan at the club from Bridgestone.

Website Update – Sherron Van Camp

The Visit Sky Valley website is updated regularly. New local events, quotes, dates, etc are current. Sherron will check with Mike Lawson regarding how many "hits" the website gets.

Laurel ad for Sky Valley Fall Festival – Sherron Van Camp

The full-page Rabun Laurel ad will appear in the October issue promoting the Sky Valley Fall Festival. The cost of the ad was reduced from \$900 to \$650. The marketing committee approved the cost of the advertisement.

Sky Valley Fall Festival Update – Sherron Van Camp

Fall Festival shirts will be for sale at \$20 each. The marketing committee dedicated \$2,000 to the cost of the shirts to add the cost of the sleeve print. The festival is scheduled for Saturday, October 18, from 10 AM – 4 PM. The VFW will be offering smash burgers for donations at the car show area. The SVSMVFD will provide hot dogs to the attendees at the fire truck area. Firetruck rides, hayrides, arts and crafts vendors, the haybale trail, car show and kids' activities will all be available at the festival.

Marketing Committee 2025 Hay Bale Decorating Ideas – Gordon Brand

Paul thought that last year's haybales were great since we won 2nd place. This year he suggested marketing our brand with things that Sky Valley has to offer such as, pickleball, waterfalls, trails, etc. Jack suggested a sign that reads, "Visit Sky Valley" to be included. Kim suggested a map or globe with Sky Valley being shown on the map. Jim requested that the words, "Highest and Coolest City" be included. Waterfall capital of Georgia was also an idea

that was mentioned. Gordon, Paul, and Jack will meet very soon to finalize the details of this year's entry to the haybale trail.

Sky Valley Marketing 2025 Budget – Gordon Brand

The budget is on target. \$2,000 will be applied to the cost of the Fall Festival T-shirts from the marketing committee.

New Ideas, Marketing Programs for 2025

A real estate luncheon was discussed. The purpose would be to invite local realtors to a hosted luncheon at the club to provide information about Sky Valley and the amenities that it has to offer. Realtors could possibly invite potential homebuyers to have lunch at the club and tour the facility if they express interest in being a member of the club. The committee will discuss it further in the future.

Cost of a videographer to put together the Clubs drone footage for a video highlighting the course, holes, beauty and history of Sky Valley – Ryan DeBois, Paul Evans

Ryan stated that club already has drone footage of the club. He is willing to share the footage with the marketing committee if needed. The committee watched a YouTube commercial that was made in Sky Valley years ago. More information would need to be added to the video including croquet, time shares, waterfall capital and more. Paul suggested that rather than create a new professional video we use Sky Valley residents and visitors and short personal videos talking about their experiences in Sky Valley. Gordon will set up a committee to discuss the ideas further.

Sky Valley Roadside Signs – Sherron Van Camp

Three roadside signs have been posted along Highway 246. The third sign will be added very soon. John suggested adding solar lights. Jack inquired about having the sign frames painted to match the signposts at City Hall.

Other Business

No other business was discussed.

Next Meeting Date – Thursday, October 30, 2025

ADJOURNMENT

Harry made a motion to adjourn the meeting, seconded by Paul. The committee meeting adjourned at 11:17 AM.

Respectfully submitted,

Sherron Van Camp
Communication Specialist

Sky Valley Marketing Committee Meeting Agenda
Thursday October 30, 2025
10:00 AM
Via Teleconference Zoom and in Person

Agenda

CALL TO ORDER

Do we have a quorum

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- ✍ Time Shares of Sky Valley update-Daneila Olvera
- ✍ Stay and Play Golf Inquires, Stay and Play accommodation, Ryan DeBois Goodie Bags for golf tournaments.
- ✍ Website Update – Sherron Van Camp
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