

Sky Valley Marketing Committee Meeting
Thursday, February 26, 2026
10:00 AM
3608 Hwy. 246 (City Hall)
Sky Valley, GA

AGENDA

CALL TO ORDER

Approval of Minutes
October 30, 2025

Discussion Items:

- Sky Valley Marketing Committee organizational update – Gordon Brand
- Sky Valley Marketing Committee 2025 ending budget – Jason Streetman
- Marketing plans – Doug Hollandsworth
- Sky Valley Marketing Committee 2026 preliminary budget – Gordon Brand
- Forward Rabun Marketing Board Meeting Report – Sherron Van Camp
- Website Update – Sherron Van Camp
- New Ideas, Marketing Programs for 2026 – Gordon Brand
- Other Business
- Next Meeting Date – Thursday, March 26, 2026

ADJOURNMENT

Sky Valley Marketing Committee Meeting
Thursday, October 30, 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, Jim Curtis, Jack Brandon, Paul Evans (via Zoom), Kim Beaty, Harry Collins (via Zoom), Lise Rozier, City Manager Jason Streetman, Doug Hollandsworth

THOSE ABSENT: Ryan DuBois

Approval of Minutes: September 25, 2025

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

Discussion Items:

Marketing Update – Doug Hollandsworth

1. **Steve Pike visit**, he loved Sky Valley said you all were the best visit he had ever had and he loved the Mountain top house. Here is his story and he said he is doing another one later this year. He did a lot of social media posts.

[Sky Valley CC: Mountain Haven In North Georgia - Spike on Golf & Travel](#)

Social media - Instagram, Twitter, LinkedIn, His Facebook pages has a lot of mentions about Sky Valley also Travmedia.com

<https://www.instagram.com/reel/DOZoosgiNWc/?igsh=MTdjeXcxcGZmaTQ3Mw==>

GGTravel will be taking these posts and using them on our social media and other media outlets that we do during the year.



2. Southern Fairways Golf Magazine

<https://southernfairwaysgolf.com/sky-valley-real-estate-serene-mountain-living-in-georgias-highest-city/>

Joey and I are still planning out more real estate avenues with other publications to promote Sky Valley later this winter and into 2026.

3. **Golf One Media** Newsletter with Sky Valley as sponsor again. Newsletter that goes out to over 75k

4. Went and met with Jeff Fages with the **Georgia State Golf Association** at the new Bobby Jones course, they have their offices there. We continued our talk about getting some of their events during the year at Sky Valley. He loves SV and wants to do more, but the problem is it can't be a big event because those are normally for courses that are more centrally located, hard to get people to come from South Georgia for an event. But meeting him helped me see that I wanted to make it happen and I mentioned about Time Shares growing for SV and that could help with events in the future.

5. Working on a couple of media articles for Rabun County that will include Sky Valley in the upcoming months. More on that later. Trying to help them more.

6. Planning for 2026 with History on my Mind for Georgia, since we are having a big celebration for the entire country. I want to showcase the rich history of all of Georgia, and we will be including Sky Valley, so we need to think of things that readers would like to know more about in the Northeast Georgia Mountains.

Georgia 1776-2026-Doug plans to celebrate and recognize historical places and events throughout the year for 250-year anniversary of USA.

More media visits will be planned as the opportunities present themselves.

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

Gordon contacted a real estate broker from Highlands, Mitzi Raders. She was very enthusiastic about realtors being able to learn more about Sky Valley and all that it has to offer. She seemed to be very well informed about our area. Gordon plans to visit with Ryan, the club's general manager, and get an estimate of the cost per person to attend the luncheon. Presenters would include the Marketing Committee, the POA, the Time Shares of Sky Valley, and the Country Club.

Lise said that she would contact a realtor in Clayton and see what would draw realtors to want to visit Sky Valley. Gordon asked Lise to chair a subcommittee to work on the luncheon idea. Jim suggested that it be more than just lunch; perhaps we could offer tours of homes, the time shares, golf, croquet, and more. Kim mentioned having vendors' tables. Spring was proposed as the time of year for the luncheon. The committee will continue to discuss this idea.

Forward Rabun Marketing Board Meeting Report – Sherron Van Camp

The Forward Rabun Marketing Board met on Tuesday, October 14, 2025. The board learned that the marketing budget must be cut by an additional \$50,000 to pay for the second half of CJ

Thompson's salary. The budget was cut by \$25,000 last year. The following items were cut or removed from the budget:

- *11 Alive* Streaming
- North Georgia Travel Guide (state—digital only) Explore Rabun's Guide will still be printed and shipped
- *James* Magazine
- Encore Playbills
- *Angler* Magazine
- Placer AI (possibly)

Carey Sue Beasley, resident, asked if Forward Rabun is the only choice to provide with our 8% hotel/motel tax money. Jason stated that the money be given to a group that promotes tourism. Perhaps Sky Valley could possibly donate to the marketing committee for the city's advertising. The marketing committee seemed interested in learning more in the future.

Time Shares of Sky Valley Update – Kim Beaty

Kim shared that time share sales and rentals are up. He contributes some of the growth to incentivizing the staff to share more information with callers and visitors about what the time shares have to offer. They have added a large screen TV to the lobby area boasting photos of Sky Valley, amenities, and units. The slower time of year for rentals is approaching fast, so there will be more time for upgrades and renovations. He added that they could host small golf groups in early spring and early winter. He hopes to have units for a tour for the marketing committee soon. They are also adding a new sign at their entrance promoting Sales and Rentals at the office.

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

Ryan was unable to attend the meeting. Sherron stated that the 80 goody bags were provided to the club for the October 16th tournament. Doug also supplied golf balls.

Website Update – Sherron Van Camp

The Visit Sky Valley website is updated several times per week. Local events, pictures, and posts are shared with viewers. The site continues to promote things to do in and around Sky Valley. Sherron checked with Mike Lawson, our website developer, and the total number of visitors to our site is 69,131. The Visit Sky Valley Facebook page has 13, 240 views. John stated that the Timeshares of Sky Valley have generated some rentals due to referrals on our site.

Sky Valley Fall Festival Update – Jason Streetman

The Fall Festival was well organized. We had some great volunteers, and the crowd was moderate. The car show was well attended with 34 entries in the show. The crowd enjoyed hot dogs (provided by the Sky Valley Scaly Mountain Volunteer Fire Department) and the smash burgers (provided by the VFW) were well received. Donations were accepted by both organizations. The country club offered salads and sandwiches for visitors and vendors. T-shirts sales were good, and the weather was perfect.

Marketing Committee 2025 Hay Bale Decorating Ideas – Gordon Brand

John stated that the marketing committee's hay bale display was one of the nicest he has seen. It was well done and covered all the amenities in the Sky Valley area. Paul sketched the design, signs were created, and the presentation was well executed. Jason stated that the city plans to leave the hay bales in place for a few more weeks, weather permitting.

Sky Valley Marketing 2025 Budget – Gordon Brand

Gordon presented the draft 2026 budget, noting that the Country Club, POA, Time Shares, and the City have each agreed to contribute \$5,000. He also included funding for media trip meals at the Club in the new budget. Jason reported that overall, finances are in good shape. Gordon will present the finalized budget to the City Council in January 2026. At the next Marketing meeting, on December 4th, we will work and finalize the budget.

New Ideas, Marketing Programs for 2025

Jason stated that the City is planning to celebrate Independence Day on Friday, July 3rd. He will secure the fireworks company. Carey Sue Beasley, resident, stated that the Country Club has things planned during the month of July. She also added that a 250-year celebration t-shirt would sell well in Sky Valley.

Professional Video of Sky Valley – Gordon Brand

Gordon asked the committee whether there is a need for an updated promotional video for Sky Valley. Paul suggested incorporating more consumer-based video clips from visitors and residents to highlight the area and encourage return visits, using social media as a primary promotional tool. Jason mentioned that the Rabun County Schools' audio-visual department might be able to assist with filming and editing through student projects. Doug added that the Nelson Hicks video could also be a good option to consider.

Sky Valley Roadside Signs – Sherron Van Camp

The 4 roadside signs have been installed on Highway 246. One sign was struck by a car on October 28, 2025, but only the frame was damaged. Public Works will make repairs soon. Gordon asked if there had been any feedback regarding the signs. Sherron stated that she has only heard good things. Jason and Carey Sue Beasley indicated that some people disliked the signs.

Other Business

Gordon discussed promoting the Sky to Summit Race in October of each year or donate bottled water or funds to purchase water for the participants. Carey Sue Beasley asked if goody bags might be a possibility. The registration for 2026 has been posted on social media. Doug thought it would be a good idea to create a calendar to promote this event and others in our city.

Next Meeting Date – Thursday, December 4, 2025, to finalize details of the 2026 Marketing Committee budget.

ADJOURNMENT

Jack made a motion to adjourn the meeting, seconded by Jim. The committee meeting adjourned at 12:03 PM.

Respectfully submitted,

Sherron Van Camp
Communication Specialist

Sky Valley Marketing Committee Meeting Agenda
Thursday February 26, 2026
10:00 AM
Via Teleconference Zoom and in Person

Agenda

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- Adjournment

2025 Marketing budget Approved FINAL END OF YEAR

02.18.2026

Approved FY25 Mrkt. Budget.

Bank acct balance *
\$10,440.41

	FUND	Budget	Expense	Difference/balance	
	600				
Communications					
Golf Life/other photog.	\$	10,220.00	\$ 9,720.00	\$ 500.00	
Total	\$	10,220.00	\$ 9,720.00	500.00	Golf Life
=====					
Advertising					
Mtn. Lakes Publishing	\$	4,110.00			
Trav Com* unbudgeted			1,440.00		
Impressed- Fall Fest Shirts	\$		650.00		
Rabun Laurel/Clayton Tribune	\$		1,976.50		
Mtn. Traveler Mag	\$		600.00		
Total	\$	4,110.00	\$ 5,994.50	(1,884.50)	
=====					
Gen. Supplies/Materials					
Goodie Bags/cleaning	\$	6,640.00			
G. Brand Reimburse			183.00		
Hay Bale Trail / Banners	\$		1,648.52		
Visitor Center					
Total	\$	6,640.00	\$ 1,831.52	4,808.48	G.Brand Reimbursement
=====					
Misc. /Contingency					
Hwy 246 signs	\$	5,434.00		\$ 5,434.00	
Total	\$	5,434.00	\$ 2,962.73	2471.27	HWY 246 SIGNS
Total Budget	\$	26,404.00	\$ 20,508.75	5,895.25	\$4,545.16 Diff/bank & budget
All participants paid \$5k	Orig bud	whats spent	whats left		