

Sky Valley Marketing Committee Meeting
Thursday, February 26, 2026
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, Jim Curtis, Harry Collins (via Zoom), City Manager Jason Streetman, Doug Hollandsworth, Grace Guess, Daniela Olivera (via Zoom)

THOSE ABSENT: Jack Brandon, Paul Evans, Kim Beatty

Approval of Minutes: October 30, 2025

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

Discussion Items:

Sky Valley Marketing Committee Organizational Update—Gordon Brand

Sky Valley Marketing Committee organizational update. Brief history of the SV Marketing Committee.

During 2020 the SV marketing committee was created by the mayor due to dire real estate market, over 70 homes were for sale.

The original mission, objective was to let people from geographical local, regional areas and states know about Sky Valley as a wonderful place to visit, play, stay in vacations rentals, purchase first or second home, maintain or increase home and property values.

The original committee members were the POA, City and Club. Each member appointed two voting representatives to represent their organization and attend committee meetings. The committee chair was Bob Okeefe. The committee chair and representatives were approved by the City Council. When Bob O'Keefe left at the end of 2022, I was asked and accepted the Chair position. Sky Valley Time Shares joined the Marketing committee in 2025.

During the January 2026 City of Sky Valley City Council meeting, the city council voted 4- 1 for the continuation of the Sky Valley Marketing Committee.

With the uncertainty if the Sky Valley Marketing Committee would continue in 2026 the Sky Valley Country Club did not include funding for the Sky Valley Marketing Committee and will not be participating in the Sky Valley Marketing Committee for 2026.

We hope the Club will rejoin in 2027 based on Club membership growth which correlates to a strong, vibrant Sky Valley real estate market.

Should we change the membership structure, to add local business. Like Chamber of Commerce?

What changes do we need make to the Marketing Committee.

Marketing Committee Chair. My original thought I would be the chair for three years.

I do like the changes in leadership which can bring in new fresh ideas.

*Follow
to A new
Chair*

I am honored and it's a pleasure to be the Marketing Committee Chair. Gordon Brand

Jim brought up the 8% hotel/motel tax that Sky Valley and Rabun County collect. He posed the question of could part of the money that has been donated to Forward Rabun in the past be invested in our own marketing and economic development. Jason said he would contact the city attorney to find out if it was possible.

Sky Valley Marketing Committee 2025 ending budget – Jason Streetman

Jason shared that the end of the year budget for 2025 was \$10,440.41. With the city's contribution of \$5,000, bringing the total to \$15,440.41 if the council approves the 2026 Marketing Budget Plan. The POA and Timeshare associations have committed to donating \$5,000 each.

Marketing Plans – Doug Hollandsworth

Doug is open to promoting whichever parts of Sky Valley that the committee wants to highlight. These points could include short-term rentals, outdoor adventures, Sky Valley timeshares, retirement community, second home community, and a lifestyle. He plans to still invite media writers to Sky Valley to promote the city and all its amenities. The focus will not be on the golf course, but he will promote a peaceful lifestyle with a golf course and many other facets focusing on a sense of community. Jim stated that he believes promoting Sky Valley as a retirement area could benefit the city. Daniela stated that the country club does allow individuals who are staying at the timeshares are able to dine at the club.

Sky Valley Marketing Committee 2026 preliminary budget – Gordon Brand

After the committee reviewed and amended the 2026 budget plan, Grace made a motion to approve the budget seconded by Jim. The committee voted unanimously to approve the budget. Gordon will present the budget and a list of committee members to the City Council on Tuesday, March 17 at the regular council meeting at 6:00 PM.

Forward Rabun Marketing Board Meeting Report – Sherron Van Camp

The committee has been actively involved in reviewing resumes of applicants to fill the marketing position at Forward Rabun. The position will be part-time for around 30 hours per week.

Rick Story and Linda Scofield have been fielding social media updates, planning meetings, and advertising. The committee plans to continue with Atlanta Parent magazine (print and digital), Atlanta Journal-Constitution Travel Package (digital), and Georgia’s Great Places Magazine (print and digital).

Website Update – Sherron Van Camp

The website is updated with local events, community posts, and attractions in our area. Digital articles are added as they are available.

New Ideas, Marketing Programs for 2026 – Gordon Brand

Marketing will continue by placing ads in the Rabun County Travel Guide and other outlets as they arise.

Other Business

Doug will have more information about marketing Sky Valley at the March meeting.

Next Meeting Date – Thursday, March 26, 2026

ADJOURNMENT

Grace made a motion to adjourn the meeting, seconded by Jim. The committee meeting adjourned at 12:07 PM.

Respectfully submitted,



Sherron Van Camp
Communication Specialist