

Sky Valley Marketing Committee Minutes
December 14, 2018

A meeting of the Sky Valley Marketing Committee was called to order at 11:00 A.M., Friday, December 14, 2018.

Present: Al Piontkowski, City Council
Bob McNair, Mayor
Ella Fast, City Manager
Steve Mason, Sky Valley Property Owners Association
Debbie Dalhouse Curtis, Sky Valley Property Owners Association
Ed Morley, Sky Valley Country Club
Jim Curtis, Guest

Absent: Gordon Brand, Sky Valley Country Club, out of town
Howard Beckert, Sky Valley Country Club, out of town
Neil Howard, recovering from surgery

Review of Past Expenses: Mrs. Fast handed out reports on marketing expenses for 2017 and 2018. She noted that major expenses were for billboards, an ad in the Florida Elks Magazine, fireworks for July 4th, the Rabun County Tourist and Development Authority, and hay bales for the fall.

Current Expenses: Ads in the Florida Elks Magazine and the Atlanta Showcase Magazine were reviewed and approved.

Marketing Goal and Target Market: There was discussion of the goal of the marketing program. The consensus was that the goal of our efforts is to attract new homeowners to Sky Valley and by so doing to increase the property values in Sky Valley.

Committee Membership: After discussion, it was the consensus opinion that the timeshares are a valuable source of homebuyers and that input and attendance would be sought from the Time Share Association.

Marketing Plan: There was lengthy discussion about the overall program. Mrs. Curtis noted and everyone agreed that what we are marketing is "a secure mountain life style." Ideas that received consensus approval included:

- Increasing emphasis and developing a full social media campaign;
- Incorporating information on area restaurants and attractions;
- Encouraging local realtors to participate in some fashion;
- Surveying existing residents about why they chose Sky Valley
- Contacting the Marketing Department of the University of Georgia to get an intern to assist the Committee in developing a social media marketing program as part of the marketing plan;
- Contacting the Rabun County Tourist Development Authority to draw on their skills

Measurements: The committee agreed that tools should be developed to measure and track the marketing program. It is recognized that current print ads are extremely difficult to measure. It was noted that the Country Club has attracted 30 new members this year, most before the croquet program opened. Total Club membership is now 308. There was discussion of surveying current residents via email, door-to-door and questionnaires included in utility bills. No action was taken on surveying until more information is available.

It was reported that the Club is developing a new website and that the City needs a more user friendly website.

Officers: The volunteer officers of the Marketing Committee are Steve Mason, Chairman (the other Steve Mason); Debbie Dalhouse Curtis, Secretary; and Ella Fast, Treasurer.

Next Meeting: the last half of April 2019.

Note: This is a summary of the meeting rather than formal minutes. It was felt this format would be more readable since these minutes will be published.



Steve Mason,
Chairman