

**City of Sky Valley
Marketing Committee**

Thursday, July 24, 2014

10:00 AM

Lakeside Room, Sky Valley Club, 568 Sky Valley Way

MINUTES

Chairman Gurley called the meeting to order.

Those present: Gurley, Fogerty, Brett, Turner, Howard, Goodgame, City Manager Lapeyrouse, City Clerk Cantrell.

DISCUSSION ITEMS

- Report from Bill Johnson, Marketing Coordinator

Johnson presented his report of work done since the last meeting and items he is working on.

To Do

- Get prices on digital billboards
- Articles in local papers
- Get info on/copy of City of Gainesville's guide
- Work with Gurley and City Manager Lapeyrouse on brochure

- Fall Fest

The First Annual Sky Valley Fall Fest will be the third Saturday in October from 10:00 AM until 4:00 PM. The Club can sell hot dogs and burgers. We need to find food vendors for funnel cakes, cotton candy type items. We also need a hospitality station. The committee discussed who should be at the station and possible locations. We need an activity map for the event, and a brochure for Sky Valley to give to visitors. Arts and craft vendors can be local Sky Valley people for this year – no charge for booth space. Gurley will work with Joyce Horton to find a vendor, possibly Osage, to sell pumpkins. Activities include: Pumpkin decorating, making scare crows, hay ride, children's area, costume parade, and live music throughout the day. A car show was discussed with parking at the old lodge parking lot. For decorations, the hay bales will be on display. Wooden decorations were discussed, and Ray Becker and Ken Kaplan will be contacted to see if they are able to make fall decorations.

For the music, the committee decided that the City should provide sound equipment to make it easier for people to swap between performances.

The parade will begin at 11:00 AM and will be all people – no vehicles.

For the hay ride, City Manager Lapeyrouse will find out if we can have enough room at the waterfall to turn around safely. The committee also discussed a hay bale tour as an alternate hay ride.

The committee also discussed having photographers set up at different locations to take pictures for people.

Each committee member was assigned a task to work on for the event along with possible volunteers from the community.

- Updates on:
 - Videographer

Johnson said the price he received to create the commercial spot was \$700. Gurley is meeting with Jim Collins to ask him for a price and will get that information before the next meeting.

- Give-a-way for Sky to Summit
- Fogerty looked up pricing for the items mentioned to give the runners. Beer mugs are \$4.00 - \$5.00 each, key chains are about \$1.00 each. City Clerk Cantrell said she spoke with the race director, and relayed that he said he could get mugs for about \$3.00 each. She also relayed an idea from him that the City could create a “finisher’s certificate” to give to each finisher and write their finishing times on it. The certificate can feature the city and have the Mayor’s signature on them. This would be very inexpensive. The committee decided to give the runners the certificates.

- Brochure

Johnson will work with Gurley and City Manager Lapeyrouse on creating a brochure. The committee discussed that we need to have a professionally designed and printed brochure.

- Marketing Items to Sell – Shirts/Hats/Tags

The committee discussed having items that say Sky Valley available to sell at events and at city hall. Brett and City Manger Lapeyrouse will work on prices for t-shirts for the Fall Fest.

The meeting was adjourned.