

**City of Sky Valley
Marketing Committee Meeting
Thursday, August 13, 2015 at 10:00 AM
Timeshares of Sky Valley Meeting Room
501 Sky Valley Way**

MINUTES

Chairman Gurley called the meeting to order.

Committee Members Present: Gurley, Goodgame, Brett, Lively.

Staff Present: City Manager Lapeyrouse, City Clerk Cantrell

Audience: 5

Discussion Items

- Marketing Update

Gurley said she has been working with *Simply Buckhead* and *Points North* magazines regarding print advertising. She has requested media kits and information on free editorials. *Points North* will feature a section for golf in the mountains in their September issue which will include the Sky Valley Club. This issue will also feature advertisements for fall festivals in north Georgia. Discussion followed about an ad in this section – a 1/3 page ad is almost \$1,200.

- Marketing Financials

City Manager Lapeyrouse explained the different marketing funds. Some of it is a three-way split with the City, the Club, and the POA, and some of it is a two-way split between the City and the POA.

- Billboard

Mayor Goodgame presented information on a billboard on Hwy 441 North that is South of Rabun County Schools. It is a very visible, well lit billboard. It was previously rented for \$1,200 a month, but he was able to negotiate with the owner to pay \$900 per month for the first six months, and \$1,000 per month for the second six months. Design and installation is \$900. The City, POA, and Club will equally contribute to the billboard. Questions were posed about maintenance and if the design could be changed during the year.

- FallFest

Gurley said that FallFest is expanding this year. There will be a children's area at the pavilion along with live music, the car show will be at the lodge parking lot, and the craft and food vendors along with live music will be at the post office park.

We will need to order some more shirts because there are not many large or x-large.

- Banners

Mayor Goodgame said he wanted to let everyone know that the City approved and purchased banners to have put on Georgia Power's poles. We have signed the agreement with Georgia Power and are working with them for installation.

- Partnerships

Gurley said that at the last TDA, Tourism Development Authority, meeting partnerships were discussed. She said that everyone wants partner with others, but no one seemed sure of how to get it started. Discussion followed about visitor's centers being more like concierge services where people could get recommendations and actually make reservations from there instead of doing things separately.

- Visitor Center

Mayor Goodgame said that the visitor center has been painted and new doors were ordered yesterday. We have plans from a landscape architect. The paving and striping will be completed this month, and we have a new sign in the works that will combine all three tenants on one sign. He said the landscaping plans include picnic tables.

Mayor Goodgame discussed staffing the visitor center on Friday, Saturday, and Monday – the highest traffic days. We are working to find paid staff for the weekend days because we are having trouble getting volunteers to staff it on the weekends. Gurley said that we desperately need volunteers to staff the visitor center. She thanked Debbie McAfee who has volunteered and staffed it many times.

Mayor Goodgame said that this location is the only piece of commercial property on Hwy 246 within city limits, and that we tried to find other locations for the visitor center before purchasing this property. Discussion followed about possible future expansion of the building because the city doesn't have a meeting room.

- Stay & Play

The committee discussed stay and play ideas. Jerry, the new general manager at the Timeshares, shared his previous experience working with other timeshares and what he is working on to create packages in Sky Valley. He is working to build a discount package to local restaurants, attractions for people who stay at the Timeshares, and he added that the same packages could also be used by people who rent on vrbo.com or through other rental groups in the city.

The City and the Club were very pleased to have Jerry to work with at the Timeshares. Jerry and Linda will coordinate efforts on listing events and any other joint ventures.