

PEDC MARKETING SUB-COMMITTEE MINUTES

The initial meeting of the PEDC Marketing Sub-Committee was held Thursday, May 31, 2012 at 10:00 A.M.

Those in attendance were as follows: Ray Becker, Steve Brett, Nancy Plate', Steve Shepherd, Milt Gillespie (representing SV Golf Club, Inc.).

A motion was made by Steve Shepherd to approve funding the 12X25 billboard located north of Ingles on Highway 441 in Clayton. The cost will be split 50/50 with the Sky Valley Club. The motion was seconded by Ray Becker and passed unanimously.

The Committee will request an operating budget from the City to accomplish its goal of increasing the visibility of the City. The following marketing strategy was discussed:

- Develop a new website using a Professional Web Designer**
- Ads in print media such as Laurel Magazine, Georgia Travel Guide, NE Georgia Living, Real Estate Guides etc.**
- Utilizing CVB and Chambers of Commerce (Clayton and Highlands)**
- Rack Cards and Brochures to be placed at rest stops**
- Building a Kiosk at the 246 overlook and placing information about the waterfall, golf, fishing, hiking, bird watching etc.**
- Improving the sign at the corner of Highland Road & Mud Creek**

Other ideas will be discussed at the workshop Nancy Plate' will be facilitating on June 14th.

The meeting adjourned at 10:45 AM.

**Steve Brett,
Chairman**