

**City of Sky Valley
Marketing Committee**

Tuesday, May 6, 2014

3:00 PM

Sky Valley Club, 568 Sky Valley Way – Lakeside Room

MINUTES

Chairman Gurley called to meeting to order.

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

MAYOR'S COMMENTS

Mayor Goodgame gave an overview of why the city needs a marketing committee and expressed his goals for this committee. He said he believes everyone will really like the upcoming presentation by Tommy Valentine, and explained that he, City Manager Lapeyrouse, and Committee Chairman Gurley went to view the presentation at UGA and were very impressed.

INTRODUCTION OF COMMITTEE MEMBERS

Each committee member present introduced themselves.

NEW BUSINESS

- Appointment of Vice-Chairman – Milt Gillespie
- Appointment of Secretary (City Clerk) – Mandi Cantrell

SPECIAL GUESTS

- Tommy Valentine, UGA M.P.A. Student – Marketing Presentation

Mr. Valentine presented his project, Baby Boomer Strategic Marketing Plan for Sky Valley, Georgia. A copy of this report is attached.

DISCUSSION ITEMS

- Marketing Plan

The committee discussed the presented marketing plan including the logo design and the “home base” idea.

Gurley gave an update on the Golf Club’s Facebook page and explained the weekly statistics report. She also spoke about boosting ads toward a targeted market and how many people that reaches.

The next meeting will be May 22 at 2:00 PM. Notice will be given as soon as a location is determined.

ADJOURN

Respectfully submitted:



Mandi Cantrell, City Clerk