

**City of Sky Valley
Marketing Committee**

Thursday, May 22, 2014

10:00 AM

Timeshare Meeting Room, 501 Sky Valley Way

MINUTES

Chairman Gurley called the meeting to order.

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

DISCUSSION ITEMS

Next Steps

Chairman Gurley asked for the committee's thoughts on the marketing plan presented at the previous meeting – the concept, logo, theme, colors and if we should move forward with Tommy Valentine's plan.

Logo: Yes

Home Base Theme: Yes

Colors: Yes

These recommendations will be presented at the next council meeting for approval.

- Website Discussion – How to move forward, assessment of needs, goal of website, vision of what it will look like, costs

The committee discussed how to make the websites more visitor friendly, to build the city's site based on this logo, and how to work with nearby attractions to have our site listed on their website and to add their websites to the city's site. Information to have available should include where to stay, nearby attractions, where to eat, and local events.

- Moving forward with the marketing plan

The city has some funds budgeted for marketing. These funds can be used to hire a marketing coordinator. We need someone outside to implement the plan, and we need something to advertise. Fogerty will work on job description.

- Special Events

The Golf Club offers Timeshare guests a \$20 amenity card. The card gives them discounts on golf and allows them to dine at the club. Timeshare staff said the bulk of their weeks for sale are during winter months, and they are having trouble attracting people in winter. Nearby winter activities currently available are tubing and ice skating in Scaly, zipline, and day trips to Cataloochee for skiing.

The committee discussed having fall and winter festival weekends, ice skating, car shows, and putt-putt golf.

- Partnering with surrounding cities/venues

In addition to the ideas mentioned for the website, the committee discussed having information on Sky Valley available at local venues.

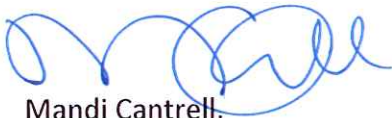
To Do:

- Marketing Coordinator job description – Fogerty and Howard
- Fall and winter activity ideas – Turner and Cillo
- Get Timeshares involved – Goodgame will request to be a guest speaker at their next board meeting

Next Meeting: Thursday, June 5 – 10:00 AM at the Timeshare Meeting Room.

ADJOURN

Respectfully submitted,



Mandi Cantrell,
City Clerk