



Richmond Hill Convention and Visitors Bureau Authority

October 28, 2025 Meeting Minutes

The minutes were taken by Christy Sherman, RHCVB Executive Director.
The meeting was held at the Richmond Hill Visitors Center at 10750 Ford Avenue.

Board of Directors in attendance: Kiran Swami, Jason Cheek, Mark Thomas, Patty Mathews

Also in attendance: Christy Sherman, RHCVB Executive Director

The meeting was called to order at 8:30 a.m. by Mark Thomas, Vice Chairman.

Order of the Agenda

A motion was made to approve the order of the agenda by Kiran Swami and seconded by Patty Mathews. The motion was approved by a unanimous vote.

Minutes

The minutes for the September 2025 meeting were read. A motion was made to approve the minutes by Mark Thomas and seconded by Jason Cheek. The motion was approved by a unanimous vote.

Richmond Hill City Center

See attached report

Fort McAllister State Historic Park

Ms. Sherman updated the board about upcoming events at Fort McAllister

Financial Report

The September 2025 financial report was read by Christy Sherman. A motion was made to approve the financial report by Kiran Swami and seconded by Patty Mathews. The motion was approved by a unanimous vote.

Administrative Reports

Hotel/Motel Tax Review

Ms. Sherman reported that a review of the March monthly Smith Travel Research Report shows occupancy at 64.4%, which decreased 16.6% from last March.

September 2025

Occupancy: -17.5%

Average daily rate: -0.7%

Revenue per available room: -18.1%

Supply: .1%

Demand: -17.4%

Revenue: -18%

Executive Director Schedule

Ms. Sherman reviewed her schedule for November, including the upcoming State Historic Preservation Conference. The board decided to change the November meeting from November 25th to the 18th due to Thanksgiving. A motion was made to approve the conference expense and schedule by Kiran Swami and seconded by Patty Mathews. The motion was approved by a unanimous vote.

Old Business

Marketing Action Plan

Ms. Sherman recapped Marketing Action Plan she completed with Stamp.

2026 Budget

Ms. Sherman presented a draft budget of \$399,980 and reviewed advertising opportunities and renewals for 2026. A motion was made to approve the budget by Kiran Swami and seconded by Patty Mathews. The motion was approved by a unanimous vote.

New Business

Savannah Insiders Guide

Ms. Sherman presented a proposal to renew the ad in the Savannah Insiders Guide for 2026 with an upgrade to a full page in the amount of \$9,552. A motion was made to approve the renewal by Jason Cheek and seconded by Patty Mathews. The motion was approved by a unanimous vote.

Discover Georgia Outdoors

Ms. Sherman presented a proposal to renew the ad in Discover Georgia Outdoors for 2026 with an upgrade to a full page in the amount of \$6,760. A motion was made to approve the renewal by Kiran Swami and seconded by Jason Cheek. The motion was approved by a unanimous vote.

A motion to adjourn was made by Kiran Swami and seconded by Mark Thomas. The motion was approved by a unanimous vote. The meeting was adjourned at 9:20 a.m. by Mark Thomas, Vice Chairman.