



## Richmond Hill Convention and Visitors Bureau Authority

### November 18, 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: Sherri Broome, Kiran SwamiJulie Gates, Patty Mathews, Jason Carter, Jason Cheek

Also in attendance: Christy Sherman, RHCVB Executive Director

The meeting was called to order at 8:33 a.m. by Sherri Broome, Chairman.

### **Order of the Agenda**

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

### **Minutes**

The minutes for the October 2025 meeting were read. A motion was made to approve the minutes by Jason Carter and seconded by Patty Mathews. The motion was approved by a unanimous vote.

### **Richmond Hill City Center**

(See report)

### **Fort McAllister State Historic Park**

Mr. Carter updated the board about upcoming events at Fort McAllister including the upcoming 161st Winter Muster

### **Financial Report**

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

### **Administrative Reports**

#### Hotel/Motel Tax Review

Due to the timing of this meeting, the STR data was not available at this time. Ms. Sherman will provide when received.

#### Executive Director Schedule

Ms. Sherman reviewed her schedule for December. A motion to approve the schedule with the revision of moving the December CVB Board Meeting to December 16th (due to the holiday) was made by Jason Carter and seconded by Jason Cheek. The motion was approved by a unanimous vote.

#### **Old Business**

##### Coastal Georgia Tourism Conference

Ms. Sherman reminded the board about the upcoming one-day regional tourism conference on December 4th. RSVPs so far are Patty Mathews, Sherri Broome, Jason Carter and Christy Sherman.

##### Marketing Action Plan Update

Ms. Sherman provided the board with a copy of the final Marketing Action Plan for review.

##### 2026 Budget

Ms. Sherman presented a final copy of the 2026 budget for review with revisions. A motion to adjourn was made by Kiran Swami and seconded by Jason Cheek to approve the budget. The motion was approved by a unanimous vote.

#### **New Business**

##### Board Positions for 2026

Ms. Sherman asked for input about board positions for 2026 and asked that members let her know their intentions for continuing to serve.

A motion to adjourn was made by Kiran Swami and seconded by Jason Carter. The motion was approved by a unanimous vote. The meeting was adjourned at 9:30 a.m. by Sherri Broome, Vice Chairman.