



Richmond Hill Convention and Visitors Bureau Authority

December 16, 2025 Meeting Minutes

The minutes were taken by Christy Sherman, RHCVB Executive Director.
The meeting was held at 3742 US-17, Richmond Hill, GA 31324.

Board of Directors in attendance: Sherri Broome, Julie Gates, Patty Mathews, Jason Cheek

Also in attendance: Christy Sherman, RHCVB Executive Director

The meeting was called to order at 11:10 a.m. by Sherri Broome, Chairman.

Order of the Agenda

A motion was made to approve the order of the agenda by Julie Gates and seconded by Patty Mathews. 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

(No report)

Fort McAllister State Historic Park

Ms. Sherman gave an update for Fort McAllister including a successful 161st Winter Muster the previous weekend.

Financial Report

The November 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 January. A motion to approve the schedule was made by Jason Cheek and seconded by Julie Gates. The motion was approved by a unanimous vote.

Old Business

No old business

New Business

2025 Ford Summit

Ms. Sherman reviewed the date of the 2025 Ford Summit in Detroit (January 22) and presented a proposed itinerary for other opportunities. Julie Gates moved to approve the trip expenses for January 21-24, and Patty Mathews seconded the motion. The motion carried unanimously.

Billboard

Ms. Sherman presented a proposal for a new billboard located at Highway 99 at I-95 / Exit 42 Eastbound (left-hand read), across from Buc-ee's, at a cost of \$1,750 per four-week period. Patty Mathews made a motion to approve the expense, with the design TBD. The motion was seconded by Jason Cheek, and it carried unanimously.

Art Show

Ms. Sherman presented a request from Arts on the Coast to hang a new art show in the gallery at the Visitor Center as a tribute to Carol Hartley. An opening reception is planned for January or February (date TBD) and would take place on a weekend day when the gallery is normally closed, with guests invited by ticket and attendance not to exceed the building code limit of 50 people. Patty Mathews made a motion to approve the request, which was seconded by Julie Gates. The motion carried unanimously.

A motion to adjourn was made by Julie Gates and seconded by Patty Mathews. The motion was approved by a unanimous vote. The meeting was adjourned at 12:30 p.m. by Sherri Broome, Chairman.