



Richmond Hill Convention and Visitors Bureau Authority

January 21, 2025 Meeting Minutes

The minutes were taken by Christy Sherman, RHCVB Executive Director.

The meeting was held at 10750 Ford Avenue, Richmond Hill, GA

Board of Directors in attendance: Sherri Broome, Mark Thomas, Kiran Swami, Julie Gates, and Patty Mathews

Also in attendance: Christy Sherman, RHCVB Executive Director

The meeting was called to order at 8:37 a.m. by Sherri Broome, Chairman.

Order of the Agenda

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

Minutes

The minutes for the December 2024 meeting were read. A motion was made to approve the minutes by Patty Mathews and seconded by Kiran Swami. The motion was approved by a unanimous vote.

Richmond Hill City Center

See attached report

Fort McAllister State Historic Park

No report

Financial Report

The December 2024 financial report was read by Christy Sherman. A motion was made to approve the financial report by Mark Thomas and seconded by Kiran Swami. The motion was approved by a unanimous vote.

Administrative Reports

Hotel/Motel Tax Review

Ms. Sherman reported that a review of the December monthly Smith Travel Research Report shows occupancy at 59.9%, which is down 8.1% from last December.

December 2024

Occupancy: -8.1%

Average daily rate: -1.4%

Revenue per available room: -9.4%

Supply: 0.1%

Demand: -8.0%

Revenue: -9.3% December, -.03% YTD)

Miscellaneous

Ms. Sherman updated the board about new gift shop items, the upcoming Ford Summit (March 25-28) and new signage on the driving trail.

Schedule

Ms. Sherman presented her schedule for February. Mark Thomas made motion to approve the schedule and was seconded by Kiran Swami. The motion was approved by a unanimous vote.

Old Business

Fort McAllister Brochure

Ms. Sherman requested additional funding for the new Fort McAllister brochure and map at \$5,141.00. A motion was made to approve the request by Mark Thomas and seconded by Kiran Swami. The motion was approved by a unanimous vote.

Great Ogeechee Seafood Festival

The board discussed various aspects of the Great Ogeechee Seafood Festival being canceled for 2025 and how it might impact tourism.

New Business

Bryan County Day at the Capitol and Legislative Dinner

Ms. Sherman presented the schedule and description of these two events taking place January 27 - 29 in Atlanta. Patty Mathews made a motion to approve the expenses for Ms. Sherman to attend. The motion was seconded by Kiran Swami. The motion was approved by a unanimous

vote.

Georgia CVB Winter Conference

Ms. Sherman requested to attend the GA Association of CVBs Winter Conference in Gwinnett County. The conference will take place February 2 - 5, following Bryan County Day and Legislative Dinner at the Capitol with a gap of a few days in between. Patty Mathews made a motion to approve the expense of the conference plus the gap in between events in Atlanta, rather than traveling twice. The motion was seconded by Kiran Swami. The motion was approved by a unanimous vote.

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