



Richmond Hill Convention and Visitors Bureau Authority

February 25, 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, Jason Carter, Kiran Swami, Julie Gates, and Patty Mathews

Also in attendance: Christy Sherman, RHCVB Executive Director, April Cameron, Richmond Hill City Center General Manager

The meeting was called to order at 8:32 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 Patty Mathews. The motion was approved by a unanimous vote.

Minutes

The minutes for the January 2025 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

Mr. Carter updated the board about occupancy, budget, repairs, closures, and events.

Financial Report

The January 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 January 2025 monthly Smith Travel Research Report shows occupancy at 58.6%, which is down 10.5% from last January.

January 2025

Occupancy: -10.5%

Average daily rate: 3.8%

Revenue per available room: -7.2%

Supply: .1%

Demand: -10.6%

Revenue: -7.1%

Schedule

Ms. Sherman presented her schedule for March. Kiran Swami made motion to approve the schedule and was seconded by Julie Gates. The motion was approved by a unanimous vote.

Old Business

Coastal Bryan Heritage Trail Additions

Ms. Sherman updated the board that two signs have been installed, Rice Cultivation on the Ogeechee and the Superintendents' house.

Sports Tourism

Ms. Sherman presented a **Destination Sports Profile** for Richmond Hill. She received feedback from the board and will make the changes.

Bryan County Day at the Capitol and Legislative Dinner, GACVB Winter Conference Recap

Ms. Sherman recapped the events that took place at Bryan Day at the Capitol and the GACVB Annual Conference.

Ford Summit

Ms. Sherman presented a draft itinerary for the Ford Summit to take place March 25 - 28 and asked board members to RSVP to events they are interested in attending.

New Business

Bill Hardeman, Sr. Tourism Award

Ms. Sherman shared the award that the Richmond Hill CVB received at the GACVB Annual Conference. She presented a media advisory that is scheduled to be released Wednesday (see attached).

Visitor Center/Administrative Support

Ms. Sherman presented a proposal to hire two part-time staff members to provide administrative support and visitor center staffing. The two positions would be for 15 hours per week each at a rate of \$16.88 per hour (see attached). Kiran Swami made a motion to approve the positions and was seconded by Patty Mathews. The motion passed with a unanimous vote.

Bryan County Map Ad

Ms. Sherman requested the funding for a full panel ad in the Bryan County Chamber of Commerce's Bryan County Map. Kiran Swami made a motion to approve the expense and was seconded by Jason Carter. The motion was approved by a unanimous vote.

Marketing Action Plan

Ms. Sherman presented a proposal to create a comprehensive Marketing Action Plan with the agency Stamp in the amount of \$9,500 (less the cost of the STR report). A motion was made to approve the expense by Kiran Swami and seconded by Patty Mathews. The motion was approved by a unanimous vote.

A motion to adjourn was made by Patty Mathews 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.