



## **Richmond Hill Convention and Visitors Bureau Authority**

### **May 24, 2022 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, and Patty Mathews

Also in attendance: Christy Sherman, RHCVB Executive Director

The meeting was called to order at 8:30 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 April 2022 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**

No report submitted. Note: We have not received any reports in the last several months. The board asked me to contact Kevin and Caitlin to ask for the monthly reports and if they could begin attending the meetings regularly.

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

Jason Carter reported that they continue to be very busy. The new CSS Nashville display is in progress and renovations have begun on the cottages.

### **Financial Report**

The April 2022 financial report was read by Christy Sherman. A motion was made to approve the financial report by Jason Carter 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 March 2022 monthly Smith Travel Research Report shows occupancy at 67.4%, which is up 11.4% from last March.

March 2022

Occupancy: 11.4%

Average daily rate: 34.9%

Revenue per available room: 54.8%

Supply: 10%

Demand: 22.5%

Revenue: 70.3 69.9% YTD)

### Executive Director Schedule

Ms. Sherman reviewed her schedule for May. A motion was made to approve the schedule by Jason Carter and seconded by Kiran Swami. The motion was approved by a unanimous vote.

## **Old Business**

### I-95 Visitors Center

Ms. Sherman reported that the state Visitors Information Centers project is complete on her part. She was able to get a photo of the trolley at one of our hotels and presented the final graphics package with that change. She double checked with the board members to make sure they were happy with all graphics as presented. She is still waiting on the mural graphic from Chris Walker to be complete and a final approval by Jim Clute with GDOT.

### Vehicle Wrap

Ms. Sherman advised against the Henry Ford and the kayaker graphic on the vehicle wrap and recommended more of a general marketing approach: The river graphic with "Head for the Hill" instead. The board members agreed and had no further comments. Ms. Sherman will work with 365 to achieve the final design.

### Booking Engine

Ms. Sherman presented a proposal from Simpleview to add a booking engine to our website at a cost of \$1,210 (one time fee) and \$3,000 (annually). A motion was made to approve this expense by Kiran Swami and seconded by Patty Mathews. The motion was approved by a unanimous vote.

## Digital Marketing

Ms. Sherman reminded the board that we have funds in the budget for digital marketing that we have not used yet. Since we did not go with the most recent proposal, she requested seek other digital marketing opportunities that she will present in future meetings.

## **New Business**

### Travelhost Magazine Ad

Ms. Sherman requested to renew the ad in Travelhost Magazine's Museum Guide to feature the Richmond Hill History Museum, Fort McAllister, and Richmond Hill. A motion was made to approve the expense of \$3,000 by Kiran Swami and seconded by Patty Mathews.

### Farmers Market Rack Card

Ms. Sherman presented a proposal to design and print 5,000 rack cards for marketing the Richmond Hill Farmers Market. A motion was made to approve the expense of \$1,271 by Kiran Swami and seconded by Patty Mathews.

### Strategic Plan Visioning Session

Ms. Sherman provided the board with information about an upcoming visioning session (see attached).

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, Chairman.