



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

### **May 27, 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, Julie Gates, Kiran Swami, 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 8:34 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 2025 meeting were read. A motion was made to approve the minutes by Kiran Swami and seconded by Julie Gates. The motion was approved by a unanimous vote.

### **Richmond Hill City Center**

April Cameron gave an update about events, improvements, and challenges at the City Center (see attached report).

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

Ms. Sherman updated the board about events at Fort McAllister including the recent Memorial Day Commemoration.

### **Financial Report**

The April 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 March monthly Smith Travel Research Report shows occupancy at 64.4%, which decreased 16.6% from last March.

April 2025

Occupancy: -16.8%

Average daily rate: .2%

Revenue per available room: -16.7%

Supply: .1%

Demand: -16.8%

Revenue: -16.6%

#### Executive Director Schedule

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

#### **Old Business**

##### Marketing Action Plan

Ms. Sherman reminded the board about the upcoming Marketing Action Plan project which will start with a 2-hour “Discovery Call.”

#### **New Business**

##### Antique Car Purchase

Ms. Sherman showed the board members the 1926 Ford Model T that was purchased last week. See attached emails for vote record.

##### Atlanta Magazine Ad

Ms. Sherman presented an opportunity to purchase a full page ad in Atlanta Magazine’s “Road Trips” issue in August at a cost of \$6,000. A motion was made to approve the schedule by Kiran Swami and seconded by Patty Mathews. The motion was approved by a unanimous vote.

#### **General Comments**

Ryan Purvis, CEO of the Development Authority of Bryan County introduced himself to the board and discussed the relationship and potential partnerships between the Development Authority and the CVB.

A motion to adjourn was made by Kiran Swami and seconded by Patty Mathews. The motion was approved by a unanimous vote. The meeting was adjourned at 10:00 a.m. by Sherri Broome, Chairman.