



Richmond Hill Convention and Visitors Bureau Authority

July 22, 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, Jason Carter

Also in attendance: Christy Sherman, RHCVB Executive Director, Danny Brown

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 May 2025 meeting were read (the June meeting was cancelled). A motion was made to approve the minutes by Kiran Swami and seconded by Patty Mathews. 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 past and upcoming events

Financial Report

The June 2025 financial report was read by Christy Sherman. A motion was made to approve the financial report by Kiran Swami and seconded by Julie Gates. The motion was approved by a unanimous vote.

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Administrative Reports

Hotel/Motel Tax Review

Ms. Sherman reported that a review of the June monthly Smith Travel Research Report shows occupancy at 60.8%, which decreased 12.2% from last March.

June 2025

Occupancy: -12.2%

Average daily rate: .5.3%

Revenue per available room: -16.8%

Supply: .1%

Demand: -12.1%

Revenue: -16.8%

Executive Director Schedule

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

General

—Marketing Action Plan

Ms. Sherman reminded the board about the upcoming Marketing Action Plan “Midpoint Call.” The board would like for Ms. Sherman to take the call on her own and report back the information.

—Governor’s Conference on Tourism

Ms. Sherman told the board about the Governor’s Conference on Tourism September 24-26 in Savannah and asked if anyone would like to attend with her. She will email additional information and ask for RSVPs.

—Visitors Guide

Ms. Sherman presented a draft visitor guide and asked for feedback. Feedback included a couple of missed restaurants, adding short term rentals, and emphasizing Fort McAllister being the End of Sherman’s March to the Sea.

Old Business

Community House

Ms. Sherman provided an update on the renovation progress, including the upcoming start of

exterior work. The board discussed ongoing concerns regarding the interior renovation. Reference was made to the letter sent to the mayor and city council, which expressed the board's position that all rooms should be considered historic, that equal weight should be given to the dormitory wing, and that a preservation consultant should be involved in the project.

The board also discussed the city's request to relocate the visitor center into the renovated space. Concerns were raised about the future use and status of the current bakery building.

New Business

Georgia State Parks Ad Renewal

Ms. Sherman presented a request to renew the Georgia State Parks ad for 2026. Our current ad is 1/4 page at the rate of \$6,100. After looking at the publication, Julie Gates made a motion to renew the ad with an upgrade to 1/2 page (at a cost of \$10,00 and was seconded by Kiran Swami. The motion was approved by a unanimous vote.

Georgia's Great Places Magazine

Ms. Sherman presented a request to purchase a 4-page advertorial in Georgia's Great Places Magazine at a cost of \$5,000. Kiran Swami made a motion to approve the request and was seconded by Julie Gates. The motion was approved by a unanimous vote.

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.