



Richmond Hill Convention & Visitors Bureau Authority

August 26, 2025 Meeting Minutes

The minutes were taken by Christy Sherman, RHCVB Executive Director.
The meeting was held at 10750 Ford Ave., Richmond Hill, GA.

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

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

The meeting was called to order at 8:37 am 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

A motion was made to approve the July 2025 minutes by Kiran Swami and seconded by Julie Gates. The motion was approved by a unanimous vote.

Fort McAllister

Ms. Sherman gave an update about Fort McAllister, including the upcoming Labor Day event.

City Center

April Cameron gave a report (see attached)

Financial Report

A motion was made to approve the financial reports for July 2025 by Kiran Swami and seconded by Kiran Swami. The motion was approved by a unanimous vote. Ms. Sherman informed the board of a charge to Industry West for \$874.80 from July 2025 for a set of bar stools for the visitor center. The delivery has still not been delivered from the company. Ms. Sherman has made several attempts to either receive delivery or cancel the order. The company is no longer responding. She has entered a claim with the credit card company.

Administrative Reports

Ms. Sherman presented the STR reports for July 2025. The occupancy was 62.3%, down 3.4% from July of last year. The average daily rate was up 1.8%, RevPar was down 1.7%, demand was down 3.3% and revenue was down 1.5% (-13.8% YTD).

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

Old Business

Marketing Action Plan

Ms. Sherman updated the board about her work with Stamp on the MAP.

Sports Tourism

Ms. Sherman reported to the board that she had met with the Bryan County Recreation Department director, Jeff Crowley.

The policies in place by Bryan County seem to be deterring sports tournaments include: Fees, not being allowed to charge tickets at the gate, and not being allowed to run their own concessions. Ms. Gates expressed a desire to approach the county about the benefits of bringing in sports tournaments.

New Business

Visitor Guide Reprint

Ms. Sherman presented an updated visitor guide at a cost of \$11,594 for 30,000 copies and shipping costs to the visitor centers. Kiran Swami made a motion to approve the expense and was seconded by Julie Gates. The motion was approved by a unanimous vote.

New Rack Card

Ms. Sherman presented a proposal for a new rack card that will be designed specifically for the Michigan market and to be shipped to Ford partners for their visitor centers at a cost of \$939.40 plus shipping. A motion was made by Kiran Swami and seconded by Patty Mathews to approve the expense. The motion was approved by a unanimous vote.

Reflection Magazine Ad

Ms. Sherman presented an opportunity to purchase a full page ad in the 20th anniversary edition of Reflections Magazine at a cost of \$1500. A motion was made by Kiran Swami and seconded by Patty Mathews to approve the expense. The motion was approved by a unanimous vote.

Concierge Ad

Ms. Sherman presented an opportunity to purchase a full page ad in the Concierge Magazine at a cost of \$1800. A motion was made by Kiran Swami and seconded by Julie Gates to approve the expense. The motion was approved by a unanimous vote.

Adjournment

A motion to adjourn at 9:30 am was made by Kiran Swami and seconded by Julie Gates. The motion was approved by a unanimous vote.