



Richmond Hill Convention and Visitors Bureau Authority

September 23, 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: Mark Thomas, Patty Mathews, Jason Carter, Jason Cheek

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

The meeting was called to order at 8:43 a.m. by Sherri Broome, Chairman.

Order of the Agenda

A motion was made to approve the order of the agenda by Patty Mathews and seconded by Mark Thomas. The motion was approved by a unanimous vote.

Minutes

The minutes for the August 2025 meeting were read. A motion was made to approve the minutes by Jason Carter and seconded by Patty Mathews. The motion was approved by a unanimous vote.

Richmond Hill City Center

April Cameron (See report)

Fort McAllister State Historic Park

Mr. Carter updated the board about upcoming events at Fort McAllister including the Candle Lantern Tour

Financial Report

The August 2025 financial report was read by Christy Sherman. A motion was made to approve the financial report by Mark Thomas 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 51.2%, which decreased 14.2% from last August.

August 2025

Occupancy: -14.2%

Average daily rate: -2.4%

Revenue per available room: -16.3%

Supply: .1%

Demand: -14.1%

Revenue: -16.2% (-14% YTD)

Executive Director Schedule

Ms. Sherman reviewed her schedule for September. A motion to adjourn was made by Jason Cheek and seconded by Jason Carter. The motion was approved by a unanimous vote.

Old Business

Marketing Action Plan Update

Ms. Sherman updated the board about progress of the MAP. She has a final meeting on October 8th.

New Business

Budget

Ms. Sherman reviewed the budget amount for 2026, asked for input, and said she would have a draft to approved by the next meeting.

A motion to adjourn was made by Mark Thomas and seconded by Jason Carter. The motion was approved by a unanimous vote. The meeting was adjourned at 9:30 a.m. by Mark Thomas, Vice Chairman.