



Richmond Hill Convention and Visitors Bureau Authority

April 2, 2026 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, Jason Carter, Mark Thomas Patty Mathews, and Jason Cheek

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 Patty Mathews and seconded by Jason Carter. The motion was approved by a unanimous vote.

Minutes

The minutes for the February 2026 meeting were read. A motion was made to approve the minutes by Jason Cheek and seconded by Patty Mathews. The motion was approved by a unanimous vote.

Richmond Hill City Center

April updated the board about recent and upcoming events, as well as maintenance items. See attached report.

Fort McAllister State Historic Park

Mr. Carter updated the board about events, staffing, and occupancy at Fort McAllister.

Financial Report

The February 2026 financial report was read by Christy Sherman. A motion was made to approve the financial report by Mark Thomas and seconded by Jason Carter. The motion was approved by a unanimous vote.

Administrative Reports

Hotel/Motel Tax Review

The STR report for February 2026 reflected an occupancy rate of 51.2%, down 17.5% from last February. ADR was up .3%, RevPar was down 17.2%, Demand was down 17.5%, resulting in revenue decreasing 17.2% and -17% YTD.

Executive Director Schedule

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

Old Business

No old business

New Business

2025 Annual Report

Ms. Sherman presented the board with the 2025 annual report, showing economic impact numbers, comparison charts and advertising recap.

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 9:20 a.m. by Sherri Broome, Chairman.