



## Richmond Hill Convention and Visitors Bureau Authority

### February 24, 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, Kiran Swami, Julie Gates, Patty Mathews, and Jason Cheek

Also in attendance: Christy Sherman, RHCVB Executive Director

The meeting was called to order at 8:32 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 Kiran Swami. The motion was approved by a unanimous vote.

### **Minutes**

The minutes for the January 2026 meeting were read. 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**

No report

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

Ms. Sherman recapped the successful 8th annual Rides on the River event. The next large event will be Memorial Day.

### **Financial Report**

The January 2026 financial report was read by Christy Sherman. A motion was made to approve the financial report by Kiran Swami and seconded by Jason Cheek. The motion was approved by a unanimous vote.

### **Administrative Reports**

#### Hotel/Motel Tax Review

The STR report for January 2026 reflected an occupancy rate of 47.1%, down 17.9% from last January. ADR was up 1.4%, RevPar was down 15.6%, Demand was down 17.9%, resulting in rev-

enue decreasing 16.8%.

### Executive Director Schedule

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

### Museum Landscaping Improvements

Ms. Sherman informed the board of curb appeal concerns at the Richmond Hill History Museum that have generated negative feedback from visitors. She noted that she had encouraged the museum to address the issues; however, the museum indicated the improvements were not within its current budget. One concern involves seven to eight large bushes crowding the sidewalk and outgrowing their designated planting area. The estimated cost for removal is \$650.

Ms. Sherman recommended funding basic beautification efforts, including removal of the bushes and installation of pine straw in the landscape beds. She clarified that the project would be funded from the organization's unrestricted account, which is not subject to the advertising-only restrictions that apply to the main account. A motion was made by Patty Mathews to allocate funding from the unrestricted account for landscaping improvements at the Richmond Hill History Museum. The motion was seconded by Kiran Swami and approved unanimously.

### **Old Business**

#### Legislative Dinner Recap

Ms. Sherman updated the board about the recent Legislative Dinner hosted by the Bryan County Chamber.

### **New Business**

#### Tourism Day at the Capitol

Ms. Sherman informed the board of Tourism Day at the Capitol taking place March 5 and provided an agenda. Patty Mathews made a motion to approve the expense of the trip March 4-6 and was seconded by Julie Gates. The motion was approved by a unanimous vote.

#### GACVB Winter Conference

Ms. Sherman informed the board of the GACVB's annual conference taking place March 29 - April 1 and provided an agenda. Jason Cheek made a motion to approve the expense of the trip and was seconded by Kiran Swami. The motion was approved by a unanimous vote.

A motion to adjourn was made by Jason Cheek and seconded by Patty Mathews. The motion was approved by a unanimous vote. The meeting was adjourned at 9:15 a.m. by Sherri Broome, Chairman.