



Richmond Hill Convention and Visitors Bureau Authority

January 27, 2026 Meeting Minutes

The minutes were taken by Christy Sherman, RHCVB Executive Director.
The meeting was held at 10750 Ford Avenue, Richmond Hill, GA 31324.

Board of Directors in attendance: Sherri Broome, Julie Gates, Patty Mathews, Jason Cheek, Jason Carter, Mark Thomas, Kiran Swami

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

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 December 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

See Attached

Fort McAllister State Historic Park

Mr. Carter recapped the annual Winter Muster event and updated the board about upcoming events, including the 8th annual Rides on the River.

Financial Report

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

Administrative Reports

Hotel/Motel Tax Review

Occupancy for November 2024 was at 54%, a decrease of 11.7% from last November. ADR decreased 4.5%, RevPar decreased 15.7%, Demand decreased 11.7%, and Revenue overall was down 15.7%. YTD, revenue was down 16.2%.

Recent declines in hotel occupancy in Coastal Georgia are primarily driven by a combination of factors, including increased hotel inventory creating more rooms to fill, economic pressures that influence travel spending and length of stay, seasonal and event-related fluctuations, and evolving traveler behaviors such as shorter trips and budget-conscious booking patterns. Importantly, lower occupancy percentages do not necessarily indicate reduced visitation, but rather a redistribution of demand across a growing lodging market and a normalization following periods of exceptionally strong tourism growth.

Executive Director Schedule

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

Old Business

2025 Ford Summit Recap

Ms. Sherman reviewed recapped the 2026 Ford Summit meeting.

Billboard

Ms. Sherman provided an update on the billboard proposal approved at last month's meeting, located across from the new Buc-ee's. She reported that additional information received since the vote confirmed the structure is an eight-panel digital billboard, whereas it had previously been presented as a static billboard. Ms. Sherman asked the board whether they wished to proceed given this clarification. The general consensus of the board was not to move forward with the digital billboard.

New Business

Bryan County Legislative Dinner

The RHCVB was invited to attend the Bryan County Legislative Dinner to be held in Atlanta on February 11. The event is hosted by the Bryan County Chamber of Commerce. Participation costs are \$3,750 for up to three attendees per or \$1,000 for one attendee per organization invited. The invitation explains that the dinner brings together organizations including the Cities of Richmond Hill and Pembroke, Bryan County, the Bryan County Development Authority, the Chamber of Commerce, and the School Board, along with state elected officials and representatives from agencies such as the Georgia Department of Transportation (GDOT) and the Department of Community Affairs. The purpose of the event is to discuss and advocate for Bryan County's needs. Julie Gates made a motion to approve the expense of the event and the overnight stay required and seconded by Kiran Swami. The motion was approved by a unanimous vote.

A motion to adjourn was made by Mark Thomas and seconded by Kiran Swami. The motion was approved by a unanimous vote. The meeting was adjourned at 9:30 am by Sherri Broome, Chairman.