



Richmond Hill Convention and Visitors Bureau Authority

May 26, 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, Julie Gates, and Jason Cheek

Also in attendance: Christy Sherman, RHCVB Executive Director, Jeff Crowther, Bryan County Recreation Director

The meeting was called to order at 8:36 a.m. by Sherri Broome, Chairman.

Order of the Agenda

A motion was made to approve the order of the agenda by Julie Gates and seconded by Jason Carter. The motion was approved by a unanimous vote.

Minutes

There were no minutes due to the March meeting being canceled.

Richmond Hill City Center

April was unable to attend. See attached report.

Fort McAllister State Historic Park

Mr. Carter updated the board about events, staffing, and occupancy at Fort McAllister. He also discussed the America 250 events planned for Fort McAllister and Fort Morris.

Financial Report

The March and April 2026 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

The STR report for March 2026 reflected an occupancy rate of 58.4%, down 11.3% from last March. ADR was up 2.2%, RevPar was down 8.3%, Demand was down 11.3%, resulting in revenue decreasing 8.3% and -8.3% YTD.

Executive Director Schedule

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

Old Business

Billboard

Ms. Sherman presented a first draft of a new billboard design featuring a cannon and got feedback from the board for a second draft.

Sports Tourism

Jeff Crowther, Director of Recreation for Bryan County, joined the Board for a discussion on sports tourism opportunities in the area. Board members asked questions and shared concerns regarding current policies and practices that may be limiting the community's ability to attract tournaments and other sports-related events. The discussion focused on potential challenges, opportunities, and ways to enhance the area's competitiveness as a sports tourism destination.

New Business

Henry Ford Heritage Association Annual Dinner & Fam Tour Opportunity

Ms. Sherman presented potential travel dates of July 28-31 for a Board trip to Dearborn, Michigan, to attend the annual dinner of the Henry Ford Heritage Association and participate in networking and educational opportunities. Board members expressed interest in attending and recommended extending the trip to begin on July 27 to allow additional time and avoid scheduling activities on primary travel days. Ms. Sherman requested that interested Board members confirm their participation within one week so that travel arrangements could be finalized. Mark Thomas made a motion to approve the expense for Ms. Sherman and board members who wish to attend. The motion was seconded by Julie Gates and approved by a unanimous vote.

Southeast Tourism Society's Connections Conference

Ms. Sherman presented information regarding the annual conference of the Southeast Tourism Society, scheduled to take place in September. Mark Thomas made a motion to approve the expense for Ms. Sherman to attend the conference. The motion was seconded by Julie Gates and approved unanimously.

Georgia Governor's Conference on Tourism

Ms. Sherman presented information regarding the annual Georgia Governor's Conference on Tourism, scheduled to take place in September. Mark Thomas made a motion to approve the expense for Ms. Sherman and board members who wish to attend the conference. The motion was seconded by Julie Gates and approved unanimously.

A motion to adjourn was made by Julie Gates and seconded by Jason Carter. The motion was approved by a unanimous vote. The meeting was adjourned at 9:30 a.m. by Sherri Broome, Chairman.