



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
8:00 A.M. JULY 26, 2018  
FAIRFIELD INN & SUITES  
1707 ROBERTA AVENUE  
RUSTON, LA**

**Minutes**

**Members Present:**

Bradley Walker, Chair  
Jeff Parker, Treasurer  
Claire Givens  
Richard Lewis  
Marc Newman

**Staff Present:**

Travis Napper, President/CEO  
Amanda Quimby, Marketing Director

**Members Absent:**

Andy Durrett, Vice Chair  
Tiffany Baldwin  
Paul Kabbes  
Skip Russell

**Call to Order**

Mr. Walker called the meeting to order at 8:08 a.m.

**Invocation**

Mr. Napper presented the invocation.

**Review of Mission Statement**

Mr. Newman presented the mission statement.

**Approval of Agenda**

**Action Item #1: Mr. Lewis made a motion to approve the agenda. Mr. Parker seconded. All present said aye. Motion passed unanimously.**

**Approval of Minutes**

**Action Item #2: Mr. Parker made a motion to approve the minutes from the June meeting. Mr. Parker seconded. All present said aye. Motion passed unanimously.**

#### **Public Comments**

None

#### **President/CEO's Report**

Mr. Napper thanked Ms. Givens and the Fairfield Inn for hosting the board meetings. Mr. Napper reported that the lodging tax was down 19% for the month and down 3% for the year. One property has not paid. Preliminary numbers for next month look much better. Mr. Napper announced that he'd met with Ms. Moats from the Ruston Sports Complex. She has experience working with a CVB, and they will continue to meet often. Mr. Napper announced the next board meeting will be reschedule for Tuesday, Aug. 14 as the mayor of Ruston has a presentation to share with the CVB board. Mr. Napper announced the CVB has met with LA Tech's admissions director to form a better relationship, have the opportunity to speak with recruiters, and partner in recruitment marketing efforts. Mr. Napper said the CVB's 3-year strategic plan is coming to an end and he's looking into what will happen next, possibly a partnership with the City of Ruston.

**Action Item #3: Ms. Givens made a motion to approve the President/CEO Report. Mr. Lewis seconded. All present said aye. Motion passed unanimously.**

#### **Treasurer's Report**

Mr. Parker gave the financial report for June. Revenues exceeded Expenses for the month.

**Action Item #4: Mr. Lewis made a motion to hold the treasurer's report over for audit. Mr. Newman seconded. All present said aye. Motion passed unanimously**

#### **Chairman's Report**

Mr. Walker asked that the board educate themselves, friends, and family on the alcohol referendum petition.

**Meeting was adjourned at 8:31 a.m.**