



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. MAY 20, 2021
2111 NORTH TRENTON
RUSTON, LA**

Minutes

Members Present:

Marc Newman, Chair
Paul Kabbes, Vice Chair
Josh Perot, Treasurer
Staci Faulkner
Rob Owens
Jeff Parker
Matt Pullin

Staff Present:

Amanda Carrier, President & CEO
Tori Davis, Marketing Director

Members Absent:

Andy Durrett
Jeff McGehee

Call to Order

Mr. Newman called the meeting to order at 8:04 a.m.

Invocation

Mr. Newman presented the invocation.

Review of Mission Statement

Mr. Perot presented the mission statement.

Approval of Agenda

Action Item #1: Mr. Kabbes made a motion to approve the agenda. Mr. Perot 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 previous meeting. Mr. Owens seconded. All present said aye. Motion passed unanimously.

Public Comments

None

President/CEO's Report

Ms. Carrier reported that lodging tax was up 134% for March and up 44.6% year-to-date. She noted that lodging numbers for March 2021 were almost identical to March 2019. Ms. Carrier shared that CVBs were included in the latest announcement of American Rescue Plan funding by the state; however, there are no details on how that funding will be allocated yet.

Action Item #3: Mr. Owens made a motion to approve the President's Report. Mr. Perot seconded. All present said aye. Motion passed unanimously.

Approvals

Ms. Carrier requested approvals from the board to (1) open a checking account at Louisiana National Bank specifically to handle Peach Festival expenses, and (2) renew two CDs at Century Next Bank for 24 months.

Action Item #4: Mr. Owens made a motion that a Peach Festival checking account be opened at Louisiana National Bank with the same authorizations as the CVB's current checking account. Mr. Kabbes seconded. All present said aye. Motion passed unanimously.

Action Item #5: Mr. Parker made a motion to renew the two CDs at Century Next Bank, with the revision that the term on both be shortened to 12 months. Mr. Owens seconded. All present said aye. Motion passed unanimously.

Sales and Marketing Report

Ms. Davis presented the sales and marketing report. She shared that more than 1,200 room nights have been requested over three months by six different events. Web traffic and time on site continues to trend up.

Action Item #6: Mr. Kabbes made a motion to approve the Sales & Marketing Report. Mr. Perot seconded. All present said aye. Motion passed unanimously.

Treasurer's Report

Mr. Perot presented the Treasurer's report. He reported that expenses exceeded revenues for the month of April. Expenses exceeded revenues for the year. Mr. Perot noted that expenses will level out in May and the CVB is in a healthy cash position.

Action Item #7: Mr. Owens made a motion to approve the Treasurer's Report. Mr. Pullin seconded. All present said aye. Motion passed unanimously.

Chairman's Report

Mr. Newman announced his resignation as Chairman of the Board of Directors effective May 20, 2021 due to an out-of-state employment opportunity. Mr. Newman recommended that the executive board rotation return to Treasurer, Vice Chair, Chair. Ms. Carrier announced that Mr. Owens will be serving on the executive committee as Treasurer, Mr. Perot will step into the Chairperson, and Mr. Kabbes will remain Vice Chairperson.

Action Item #8: Ms. Faulkner made a motion to change the board rotation and that Josh Perot be named Chair, Paul Kabbes be named Vice Chair, and Rob Owens be named Treasurer for the remainder of 2021. Mr. Pullin seconded. All present said aye. Motion passed unanimously.

Meeting was adjourned at 8:29 a.m.