



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. NOVEMBER 16, 2023
2111 NORTH TRENTON
RUSTON, LA**

Minutes

Members Present:

Rob Owens, Chair
Matt Pullin, Vice Chair
Chris Wyatt, Treasurer
Andy Durrett
Jeff McGehee
Brandon Norris
Adarian Williams

Members Absent:

Staci Faulkner
Tim Padgett

Staff Present:

Amanda Carrier, President & CEO
Tori Davis, Director of Marketing & Communications

Call to Order

Mr. Owens called the meeting to order at 8:03 a.m.

Invocation

Mr. Durrett presented the invocation.

Review of Mission Statement

Mr. McGehee presented the mission statement.

Approval of Agenda

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

Approval of Minutes

Action Item #2: Mr. Durrett made a motion to approve the minutes from the October board meeting. Mr. Pullin seconded. All present said aye. Motion passed unanimously.

Public Comment

None

Strategic Plan Proposal

Ms. Cassandra McAuley from MMGY Next Factor presented a proposal for strategic planning services to the board for consideration. The board will evaluate additional proposals before voting on a provider for organizational strategic planning.

Sales & Marketing Approval

Ms. Davis presented the proposed marketing and advertising plan for 2024. She noted that this was a revised plan, having made adjustments based on feedback from the marketing committee.

Action Item #3: Mr. McGehee made a motion to approve the 2024 marketing and advertising plan. Mr. Pullin seconded. All present said aye. Motion passed unanimously.

President/CEO's Report

Ms. Carrier reported that lodging tax was up 18.85% for September; up 13.28% for the year. She shared about upcoming board changes due to members reaching the end of their term.

Action Item #4: Mr. Wyatt made a motion to approve the President's Report. Mr. Williams seconded. All present said aye. Motion passed unanimously.

Treasurer's Report

Mr. Wyatt presented the Treasurer's report. He shared that the CVB is actively distributing grant funds that have been previously awarded. Additionally, revenues exceeded expenses for the month; revenues exceeded expenses for the year.

Action Item #5: Mr. Williams made a motion to approve the Treasurer's Report. Mr. Pullin seconded. All present said aye. Motion passed unanimously.

Chairman's Report

Mr. Owens reminded everyone to support local businesses going into the holiday season.

Action Item #6: Mr. Pullin made a motion to adjourn the meeting. Mr. Williams seconded. All present said aye. Motion passed unanimously.

Meeting was adjourned at 9:04 a.m.