



RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. NOVEMBER 17, 2022
2111 NORTH TRENTON STREET
RUSTON, LA

Minutes

Members Present:

Josh Perot, Chair
Rob Owens, Vice Chair
Matt Pullin, Treasurer
Andy Durrett
Staci Faulkner
Chris Wyatt

Staff Present:

Amanda Carrier, President & CEO
Emily Stogner, Marketing & Communications Director

Members Absent:

Melanie Jones
Jeff McGehee

Call to Order

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

Invocation

Mr. Pullin presented the invocation.

Review of Mission Statement

Ms. Faulkner presented the mission statement.

Approval of Agenda

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

Action Item #2: Mr. Owens made a motion to approve the agenda with the addition of Hospitality Award Nominations and Approval of 2023 Marketing Plan. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.

Approval of Minutes

Action Item #3: Mr. Durrett made a motion to approve the minutes from both August and September meetings. Mr. Wyatt seconded. All present said aye. Motion passed unanimously.

Public Comment

None

President/CEO's Report

Ms. Carrier reported that lodging tax was down 22.4% for October and up 6.2% year-to-date. She reported that discussion on the Library Events Center was on-going. She stated the CVB would be awarding multiple grants before the year end. She reported the Peach Festival Committee has met and started planning for 2023.

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

Nominations for Hospitality Award

Ms. Carrier asked for nominations for the Lincoln Parish Hospitality Award to be given at the Chamber of Commerce Banquet.

Action Item #5: Mr. Wyatt made a motion to select the College of Engineering as the recipient of the 2022 Lincoln Parish Hospitality Award. Mr. Durrett seconded. All present said aye. Motion passed unanimously.

Sales & Marketing Report

Ms. Stogner reported an average increase in social media engagement across all channels. She reported a 15% increase in website traffic compared to September. Current ads and marketing efforts revolve around Christmas time in Ruston.

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

Marketing Plan 2023 Proposal

Ms. Stogner presented the proposed 2023 Marketing Plan. Ms. Stogner included the estimate for purchasing visitor data through Datafy in order to make data-informed decisions for future campaigns and budgets.

Action Item #7: Ms. Faulkner made a motion to approve the 2023 Marketing Plan. Mr. Pullin seconded. All present said aye. Motion passed unanimously.

Treasurer's Report

Mr. Pullin presented the Treasurer's report. He reported that expenses exceeded revenues for October. Revenues exceed expenses for the year.

Action Item #8: Mr. Owens made a motion to approve the Treasurer's Report. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.

Chairman's Report

Mr. Perot reminded the board of upcoming events happening and asked the board to support these events however they could.

Action Item #9: Mr. Owens made a motion to approve the Chairman's Report. Mr. Pullin seconded. All present said aye. Motion passed unanimously.

Meeting was adjourned at 9:03 a.m.