



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
8:00 A.M. NOVEMBER 19, 2020  
2111 NORTH TRENTON  
RUSTON, LA**

**Minutes**

**Members Present:**

Josh Perot, Vice Chair  
Paul Kabbes  
Jeff Parker  
Matt Pullin  
Bradley Walker

**Staff Present:**

Amanda Carrier, President & CEO  
Tori Davis, Marketing Director

**Members Absent:**

Andy Durrett  
Marc Newman  
Staci Faulkner  
Claire Givens

**Call to Order**

Mr. Perot called the meeting to order at 8:09 a.m.

**Invocation**

Mr. Pullin presented the invocation.

**Review of Mission Statement**

Mr. Kabbes presented the mission statement.

**Approval of Agenda**

**Action Item #1: Ms. Carrier noted a change on the agenda to remove Item XI, the presentation of the 2019 audit report. Mr. Pullin made a motion to approve the agenda. Mr. Parker seconded. All present said aye. Motion passed unanimously.**

## **Approval of Minutes**

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

## **Public Comments**

None

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

Ms. Carrier reported that the lodging tax was up 39.72% for September and down 28% for the year. This is the first month since January that lodging tax is up, which is a positive sign for travel recovery in the area. Ms. Carrier called for nominations from the board for the 2021 Hospitality Award. Several nominees were discussed, and the recipient will be selected at December's board meeting. She also reported that a partnership proposal for the Ruston Sports Complex has been received from the Mayor's Office.

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

## **Sales and Marketing Report**

Ms. Davis reported that website traffic for October was up 13% and blog traffic was up 23% from last year. Peachtober, college football, and seasonal events/activities were the top content drivers on the website and social media channels for the month.

**Action Item #4: Mr. Kabbes made a motion to approve the Sales & Marketing Report. Mr. Pullin seconded. All present said aye. Motion passed unanimously.**

## **Treasurer's Report**

Ms. Carrier presented the Treasurer's report on behalf of Mr. Newman. She reported that Revenues exceeded Expenses for the month. Expenses exceeded Revenues for the year.

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

## **Chairman's Report**

Mr. Perot reported on behalf of Mr. Durrett that the executive committee members will be reviewing the proposed partnership agreement between the CVB and City regarding the Ruston Sports Complex and should bring more information to the board in December.

**Action Item #6: Mr. Walker made a motion to approve the Chairman's Report. Mr. Pullin seconded. All present said aye. Motion passed unanimously**

**Sales and Marketing Committee Report**

Ms. Davis reported that the proposed 2021 ad/media plan was approved by the Sales and Marketing Committee, which consists of Mr. Kabbes, Mr. Newman, and Mr. Perot. The 2021 ad/media plan was shared with the board.

**Action Item #7: Mr. Pullin made a motion to approve the Sales and Marketing Committee Report. Mr. Kabbes seconded. All present said aye. Motion passed unanimously.**

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