



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. APRIL 27, 2023
2111 NORTH TRENTON STREET
RUSTON, LA**

Minutes

Members Present:

Matt Pullin, Vice Chair
Chris Wyatt, Treasurer
Andy Durrett
Tim Padgett
Jeff McGehee

Staff Present:

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

Members Absent:

Josh Perot
Staci Faulkner
Rob Owens, Chair

Guests:

Hannah Brasuell: Leadership Lincoln Century Next Bank
Eli Cook: Leadership Lincoln/Century Next Bank

Call to Order

Mr. Pullin called the meeting to order at 8:14 a.m.

Invocation

Mr. Durrett presented the invocation.

Review of Mission Statement

Mr. Wyatt presented the mission statement.

Approval of Agenda

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

Approval of Minutes

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

Public Comment

Two members of the current Leadership Lincoln class introduced themselves, Ms. Brasuell and Mr. Cooke.

President/CEO's Report

Ms. Carrier reported that lodging tax was up 7.98% for March and up 5.14% for the year. Ms. Carrier announced that the sponsorship goal was met for the Louisiana Peach Festival, set for June 3 in Downtown Ruston. She also announced the Tourism Breakfast is scheduled for May 12 at 8:30 AM.

Action Item #4: Mr. McGehee made a motion to approve the President's Report. Mr. Padgett 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 increase in website and blog traffic due to the number of events beginning to take place in the area. Current ads and marketing efforts revolve around planning vacations and meetings in Lincoln Parish and the Louisiana Peach Festival coming in June.

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

Treasurer's Report

Mr. Wyatt presented the Treasurer's report. Expenses were up for the month of March due to contract renewals and gas rates.

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

Chairman's Report

None

Partner Updates

Mr. Padgett updated the board on upcoming Louisiana Tech sporting events that are set to come back or that in the approval process.

Meeting was adjourned at 9:07 a.m.