



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. AUGUST 19, 2021
2111 NORTH TRENTON
RUSTON, LA**

Minutes

Members Present:

Josh Perot, Chair
Paul Kabbes, Vice Chair
Rob Owens, Treasurer
Andy Durrett
Staci Faulkner
Jeff McGehee
Jeff Parker
Matt Pullin

Staff Present:

Amanda Carrier, President & CEO
Tori Davis, Marketing Director

Members Absent:

Shannon Reeves

Call to Order

Mr. Perot called the meeting to order at 8:07 a.m.

Invocation

Mr. Parker presented the invocation.

Review of Mission Statement

Mr. McGehee presented the mission statement.

Approval of Agenda

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

Approval of Minutes

Action Item #2: Mr. Kabbes 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 78.15% for June and up 87.99% year-to-date. She noted that June 2021 was up 19% over June 2019 and year-to-date 2021 is up 13% over 2019.

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

Sales and Marketing Report

Ms. Davis presented the sales and marketing report. She shared that there were several sports events in the parish in July that resulted in room pickups. She also reported that the CVB received a \$65,385.97 reimbursement from LOT for FY20-21 marketing grants that had been awarded.

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

Treasurer's Report

Mr. Owens presented the Treasurer's report. He reported that revenues exceeded expenses for the month of July. Expenses exceeded revenues for the year. Mr. Owens noted that the CVB continues to have a strong balance sheet.

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

Chairman's Report

Mr. Perot noted that we need to continue being industry and community leaders in moving our organization's efforts forward in a safe manner during the current COVID-19 surge.

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

2019 & 2020 Audit Report - Steve Craig, HMV
Mr. Craig of HMV presented the CVB's most recent audits reports. The board requested his insight on the topic of paying off the bond for the building early. Considering the CVB's current cash position and increase in net assets, Mr. Craig saw no reason to delay paying off the building bond held at Louisiana National Bank. The board agreed.

Action Item #7: Mr. Owens made a motion to approve paying off the building bond by August 31, 2021. Mr. Parker seconded. All present said aye. Motion passed unanimously.

Action Item #8: Mr. Pullin made a motion to approve the 2019 & 2020 Audit Reports. Mr. Durrett seconded. All present said aye. Motion passed unanimously.

Other

Mr. Kabbes shared that he recently accepted a new employment opportunity in Tulsa, OK and announced his resignation from the board. Ms. Carrier thanked him for his service to the CVB and Louisiana Tech, wishing him well in his new position.

Meeting was adjourned at 8:40 a.m.