



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. FEBRUARY 23, 2023
2111 NORTH TRENTON STREET
RUSTON, LA**

Minutes

Members Present:

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

Staff Present:

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

Members Absent:

None

Public Guests

Tanner Frasier – Louisiana National Bank
Jade West – City of Ruston
Ashley Avery – Louisiana National Bank

Call to Order

Mr. Owens called the meeting to order at 8:04 a.m.

Invocation

Mr. Perot presented the invocation.

Review of Mission Statement

Ms. Faulkner presented the mission statement.

Approval of Agenda

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

Approval of Minutes

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

Public Comment

Three guests were in attendance. Tanner Frasier and Ashley Avery of Louisiana National Bank and part of this year's Leadership Lincoln class. Jade West from The City of Ruston was also in attendance as our guest speaker.

Guest Speaker

Jade West, City of Ruston Economic Development Officer, spoke on behalf of the mayor's office on the development projects currently happening and in the final stages of planning. She discussed the tax incentives used to bring Buc-ee's to Ruston. Industrial Park and Ruston Sports Complex have recently had projects interested in developing on the land surrounding the area. The Monroe St. Corridor is progressing and is hopeful to be finished by 2024. The Alcohol Bill will be up for voting on March 25 and bill education will be coming from the city office soon. Ruston, along with 3 other cities, are still in conversations with the Amtrak proposal and hoping that the partnership will strengthen the offer.

President/CEO's Report

Ms. Carrier reported that lodging tax was up 2.6% for for December and down .58% year-to-date. Ms. Carrier announced to the board that Ms. Jones has resigned from the board and is no longer in her role at GSU. She reported that she met with President Gallot about open board position and the university's hospitality program. Ms. Carrier also reported that Lincoln Parish Park has a new trails project and would like financial assistance from the CVB.

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

Committee Structure Report

Ms. Carrier presented the board with the newest committee structure for the upcoming year. She changed the Marketing Committee and the Community Relations Committee to task forces. Executive, Personnel, and Product Development remain the 3 committees on the board. Ms. Carrier will begin selecting people for the committees this month and have a list by the next meeting.

Action Item #5: Mr. McGehee made a motion to approve the Committee Structure Report. Mr. Perot 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 large decrease in overall website and blog traffic compared to December. However, this is expected due to the limited number of events occurring in the months of January and February. Current ads and marketing efforts revolve around planning vacations and meetings in Lincoln Parish. Ms. Stogner also went through some preliminary reports of the 2021 vs. 2022

holiday season in Ruston-Lincoln Parish. The parish saw a decrease in overall visits from out-of-town guests but an increase in the total number of guests.

Action Item #6: Mr. Wyatt 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 January due to contract renewals and gas rates. He noted that it was expected, and the budget would even out towards the middle of the year.

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

Chairman's Report

None

Partner Updates

None

Meeting was adjourned at 9:04 a.m.