



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. FEBRUARY 24, 2022
2111 NORTH TRENTON ST.
RUSTON, LA**

Minutes

Members Present:

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

Staff Present:

Amanda Carrier, President & CEO
Tori Davis, Marketing Director

Members Absent:

Matt Pullin, Treasurer

Call to Order

Mr. Perot called the meeting to order at 8:05 a.m.

Invocation

Mr. Owens presented the invocation.

Review of Mission Statement

Mr. Padgett presented the mission statement.

Approval of Agenda

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

Approval of Minutes

Action Item #2: Mr. Owens made a motion to approve the minutes from the December 16, 2021 and January 24, 2022 meetings. Mr. Durrett seconded. All present said aye. Motion passed unanimously.

Public Comment

None

President/CEO's Report

Ms. Carrier reported that lodging tax was up 23.63% for December and up 60.69% overall in 2021. She noted that December 2021 was up 6.13% compared to December 2019 and 2021 was up 22.86% overall compared to 2019. Ms. Carrier also announced that Mr. Reeves has resigned from the Board and a new GSU representative will be appointed.

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

Sales & Marketing Report

Ms. Davis presented the sales and marketing report.

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

Treasurer's Report

In Mr. Pullin's absence, Mr. Owens presented the Treasurer's report. He reported that revenues exceeded expenses for the month of January. Revenues exceed expenses for the year. He also reported that the CVB received tourism revival funds from the state and the organization plans to invest those funds in the community.

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

Chairman's Report

Mr. Perot requested that the board discuss potential community projects that could benefit from the CVB's investment of tourism revival funds. The community relations committee has been tasked with working on a framework for the fund allocation.

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

Board Resolutions

Ms. Carrier presented two resolutions to the board for adoption. The first resolution is to enter into a CEA with the State Treasury for purposes of accepting state enterprise funds. The second resolution was to give Ms. Carrier authority to sign on behalf of the CVB for the Louisiana Trail of Lights.

Action Item #7: Mr. Wyatt made a motion to adopt both resolutions. Mr. Owens seconded. All present said aye. Motion passed unanimously.

Meeting was adjourned at 8:46 a.m.