



RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:30 A.M. JANUARY 30, 2023
2111 NORTH TRENTON STREET
RUSTON, LA

Minutes

Members Present:

Rob Owens, Chair
Matt Pullin, Vice Chair
Andy Durrett
Staci Faulkner
Melanie Jones
Tim Padgett
Jeff McGehee
Josh Perot

Staff Present:

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

Members Absent:

Chris Wyatt, Treasurer

Call to Order

Mr. Perot called the meeting to order at 8:30 a.m.

Invocation

Mr. Owens presented the invocation.

Review of Mission Statement

Ms. Jones presented the mission statement.

Approval of Agenda

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

Approval of Minutes

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

Public Comment

None

Election of 2023 Officers

Action Item #3: Mr. Perot made a motion to approve the election of Rob Owens as Chair, Matt Pullin as Vice Chair, and Chris Wyatt as Treasurer. Mr. McGehee seconded. All present said aye. Motion passed unanimously.

President/CEO's Report

Ms. Carrier reported that lodging tax was down 35% for November and down less than 1% year-to-date. She reported that new committees will be decided and finalized by February's meeting. Future CVB Board meetings will consist of a variation of venues and speaker rotations. The CVB is partnering with the Chamber of Commerce to further the education of workers in the hospitality industry in Lincoln Parish in 2023. She reported that the 2023 Dixie Youth Baseball World Series will be held in Ruston during the months of July & August.

Action Item #4: Mr. Pullin made a motion to approve the President's Report. Mr. Durrett 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 36% increase in website traffic compared to November. Current ads and marketing efforts revolve around planning vacations and meetings in Lincoln Parish.

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

Treasurer's Report

Mr. Pullin presented the Treasurer's report. Expenses exceed revenues for the month. Revenues exceeded expenses for the year.

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

Chairman's Report

None

Partner Updates

Mr. Durrett reported a successful Mardi Gras Ball for the Krewe of Pomona. They will be meeting in a few weeks to discuss further plans for next year and the growth of the Krewe. Ms. Faulkner provided an update on Ruston's Skatepark.

Meeting was adjourned at 8:55 a.m.