



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. JUNE 24, 2021
2111 NORTH TRENTON
RUSTON, LA**

Minutes

Members Present:

Josh Perot, Chair
Paul Kabbes, Vice Chair
Rob Owens, Treasurer
Jeff Parker
Matt Pullin

Staff Present:

Amanda Carrier, President & CEO
Tori Davis, Marketing Director

Members Absent:

Andy Durrett
Staci Faulkner
Jeff McGehee

Call to Order

Mr. Perot called the meeting to order at 8:08 a.m.

Invocation

Mr. Parker presented the invocation.

Review of Mission Statement

Mr. Owens presented the mission statement.

Approval of Agenda

Action Item #1: Mr. Kabbes made a motion to approve the agenda. Mr. Parker 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 previous meeting. Mr. Kabbes seconded. All present said aye. Motion passed unanimously.

Public Comments

None

President/CEO's Report

Ms. Carrier reported that lodging tax was up 119.45% for April and up 60.59% year-to-date. Ms. Carrier shared that the Louisiana Peach Festival was a great success with more than 15,000 people in attendance.

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

Approval

Ms. Carrier requested approval on a board resolution to enter into grant agreements with the Louisiana Office of Tourism (LOT) on behalf of the CVB for FY 21-22.

Action Item #4: Mr. Parker made a motion that the board adopt the resolution. Mr. Pullin 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 10 events in Ruston & Lincoln Parish throughout May. The CVB was also recently awarded a \$20,000 marketing grant from LOT.

Action Item #5: Mr. Kabbes made a motion to approve the Sales & Marketing Report. Mr. Pullin 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 May. Expenses exceeded revenues for the year.

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

Chairman's Report

Mr. Perot commended the staff and partners on a successful Peach Festival and congratulated LA Tech Athletics on hosting two major baseball tournaments in May.

Action Item #7: Mr. Owens made a motion to approve the Chairman's Report. Mr. Kabbes seconded. All present said aye. Motion passed unanimously.

Meeting was adjourned at 8:51 a.m.