



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. MAY 25, 2023
COURTYARD BY MARRIOTT RUSTON
1309 MAXWELL BLVD
RUSTON, LA**

Minutes

Members Present:

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

Members Absent:

Josh Perot

Staff Present:

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

Call to Order

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

Invocation

Mr. Wyatt 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. McGehee seconded. All present said aye. Motion passed unanimously.

Approval of Minutes

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

Public Comment

Adarian Williams from Grambling State University introduced himself.

President/CEO's Report

Ms. Carrier reported that lodging tax was up 13.6% for March; up 8.61% for the year. Ms. Carrier reported on the success of the Tourism Breakfast with the Lieutenant Governor, Billy Nungesser. Ms. Carrier informed the board of the quote for replacing the carpet in the office. The CVB and the Chamber will split the expense. The CVB office is under a modified summer Friday schedule which puts one employee in office and provides remote schedules for the rest of the staff.

Action Item #4: Mr. McGehee made a motion to approve the President's Report. Mr. Padgett 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 an increase in website and blog traffic due to the number of events beginning to take place in the area, including the Peach Festival. Current ads and marketing efforts revolve around planning vacations and meetings in Lincoln Parish and the Peach Festival.

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

Treasurer's Report

Mr. Wyatt presented the Treasurer's report. Revenues exceeded expenses for the month; revenues exceeded expenses for the year.

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

Chairman's Report

None

Partner Updates

Mr. Padgett updated the board on upcoming Louisiana Tech sporting events that are set to come back or that in the approval process. Ms. Faulkner encouraged the board members to vote on the Ruston-owned businesses that made the Bayou Buzz Award nominations. Mr. Wyatt reported that the interest in outside restaurants and lodging entities has increased since Bucee's released the statement of the next location in Ruston. He announced an architect has been chosen to move forward with the Ruston Skate Park.

Meeting was adjourned at 8:40 a.m.