



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
8:00 A.M. OCTOBER 15, 2020  
VIA TELECONFERENCE  
ZOOM Meeting ID: 881 1377 2302  
1 (312) 626-6799, PASSCODE 701427**

**Minutes**

**Members Present:**

Andy Durrett, Chair  
Josh Perot, Vice Chair  
Marc Newman, Treasurer  
Staci Faulkner  
Claire Givens  
Paul Kabbes  
Jeff Parker  
Bradley Walker

**Staff Present:**

Amanda Carrier, President & CEO  
Tori Davis, Marketing Director

**Members Absent:**

Jeff Parker  
Matt Pullin

**Call to Order**

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

**Invocation**

Ms. Givens presented the invocation.

**Review of Mission Statement**

Mr. Walker presented the mission statement.

**Approval of Agenda**

**Action Item #1: Mr. Kabbes 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 previous meeting. Mr. Walker seconded. All present said aye. Motion passed unanimously.**

## **Public Comments**

None

## **President/CEO's Report**

Ms. Carrier reported that the lodging tax was down 14.9% for August and 36.24% for the year. This is a notable improvement from previous months' numbers. She shared that she presented both the 2020 amended budget and the 2021 budget to the Lincoln Parish Police Jury for approval on October 13. Both budgets were approved by the Police Jury.

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

## **Sales and Marketing Report**

Ms. Davis reported that website traffic for September was up 29% from last year. This increase can be partly attributed to two digital newsletter features, in addition to other traditional and digital paid advertising efforts. Football season and our recent Game Day Guide blog are organically driving traffic and engagement on the website and social media channels.

**Action Item #4: Ms. Faulkner made a motion to approve the Sales & Marketing Report. Ms. Givens seconded. All present said aye. Motion passed unanimously.**

## **Treasurer's Report**

Mr. Newman reported that Expenses exceeded Revenues for the month. Expenses exceeded Revenues for the year.

**Action Item #5: Mr. Kabbes made a motion to approve the treasurer's report. Mr. Walker seconded. All present said aye. Motion passed unanimously**

## **Chairman's Report**

Mr. Durrett reported that staff and board members are continuing to meet with City and Ruston Sports Complex staff to further discuss a partnership agreement between the CVB and City regarding the Ruston Sports Complex.

**Action Item #6: Mr. Perot made a motion to approve the President's Report. Mr. Kabbes seconded. All present said aye. Motion passed unanimously**

**Proposed Amended 2020 Budget**

Ms. Carrier presented the proposed amended 2020 budget to the Board. She noted that this amended budget reflects all changes that have been previously discussed throughout the year considering the current travel climate.

**Action Item #7: Ms. Givens made a motion to approve the proposed amended 2020 budget. Mr. Perot seconded. All present said aye. Motion passed unanimously.**

**Meeting was adjourned at 8:26 a.m.**