



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. OCTOBER 19, 2023
2111 NORTH TRENTON
RUSTON, LA**

Minutes

Members Present:

Rob Owens, Chair
Matt Pullin, Vice Chair
Andy Durrett
Staci Faulkner
Brandon Norris
Tim Padgett
Adarian Williams

Members Absent:

Chris Wyatt, Treasurer
Jeff McGehee

Staff Present:

Amanda Carrier, President & CEO
Tori Davis, Director of Marketing & Communications

Call to Order

Mr. Owens called the meeting to order at 8:00 a.m.

Invocation

Mr. Pullin presented the invocation.

Review of Mission Statement

Ms. Faulkner presented the mission statement.

Approval of Agenda

Action Item #1: The agenda was amended to move item X up to item VIII in the agenda order. Mr. Pullin made a motion to approve the amended agenda. Mr. Padgett seconded. Mr. Owens, Mr. Pullin, Ms., Faulkner, Mr. Durrett, Mr. Norris, Mr. Padgett and Mr. Williams said aye. Motion passed unanimously.

Approval of Minutes

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

Public Comment

None

Audit Report

Mr. Steve Craig of HMV reviewed the audit and reported no significant findings.

Action Item #3: Mr. Pullin made a motion to approve the Audit Report. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.

Grant Approvals

Ms. Carrier presented a grant application from the North Louisiana Exhibition Center in the amount of \$72,813.90. She shared the scope of work of the proposed infrastructure projects, in addition to annual visitation numbers.

Action Item #4: Mr. Pullin made a motion to award the requested amount of the grant application. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.

President/CEO's Report

Ms. Carrier reported that lodging tax was up 48.27% for August; up 12.60% for the year. She shared about upcoming events and promotions, including Louisiana Culinary Trails.

Action Item #5: Mr. Pullin made a motion to approve the President's Report. Mr. Williams seconded. All present said aye. Motion passed unanimously.

Marketing Report

Ms. Davis shared about the current football campaign, as well as upcoming holidays promotions.

Action Item #6: Mr. Pullin made a motion to approve the Marketing Report. Mr. Norris seconded. All present said aye. Motion passed.

Treasurer's Report

Mr. Pullin presented the Treasurer's report. He shared that the proposed 2024 budget and amended 2023 budget were both approved by the Lincoln Parish Police Jury. Additionally, expenses exceeded revenues for the month; expenses exceeded revenues for the year.

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

Chairman's Report

Mr. Owens asked that all board members consider 2024 meeting date preferences and suggested adding a comparative analysis to the 2023 audit report.

Partner Updates

Mr. Padgett shared that he is accepting a new position out of state and will no longer be serving in his role or on the RLCVB Board effective November 10, 2023. Additionally, Mr. Padgett shared about the upcoming Conference USA Soccer Tournament being hosted at Louisiana Tech.

Mr. Williams shared that Grambling State had a successful homecoming experience, in addition to admission and fiscal health updates for the University.

Action Item #8: Mr. Pullin made a motion to adjourn the meeting. Mr. Williams seconded. All present said aye. Motion passed unanimously.

Meeting was adjourned at 8:50 a.m.