



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
8:00 A.M. OCTOBER 21, 2021  
910 NORTH TRENTON ST.  
RUSTON, LA**

**Minutes**

**Members Present:**

Josh Perot, Chair  
Rob Owens, Treasurer  
Andy Durrett  
Staci Faulkner  
Jeff Parker  
Matt Pullin

**Staff Present:**

Amanda Carrier, President & CEO  
Tori Davis, Marketing Director

**Members Absent:**

Vacant, Vice Chair  
Jeff McGehee  
Shannon Reeves

**Guest Present:**

Tim Padgett

**Call to Order**

Mr. Perot called the meeting to order at 8:03 a.m.

**Invocation**

Mr. Pullin presented the invocation.

**Review of Mission Statement**

Ms. Faulkner presented the mission statement.

**Approval of Agenda**

**Action Item #1: Mr. Owens made a motion to approve the agenda with a change of moving Item I, a brief tour of the Library Events Center, to Item XV. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.**

#### **Approval of Minutes**

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

#### **Public Comment**

Tim Padgett introduced himself to the Board as a pending board member to represent Louisiana Tech University.

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

Ms. Carrier reported that lodging tax was up 1.65% for August and up 74% year-to-date. She noted that August 2021 was down 13.5% compared to August 2019 and year-to-date 2021 is down 11% compared to 2019.

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

#### **Approvals**

Ms. Carrier presented the Grambling State University Athletics sponsorship to the Board for approval. Ms. Carrier presented a statement of support for the Lincoln Parish Library to the Board for approval.

**Action Item #4: Ms. Faulkner made a motion to approve the Grambling State University Athletics sponsorship. Mr. Durrett seconded. All present said aye. Motion passed unanimously.**

**Action Item #5: Mr. Pullin made a motion to approve the statement of support for the Lincoln Parish Library. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.**

#### **Sales and Marketing Report**

Ms. Davis presented the sales and marketing report. She shared that there are several new leads for future events and meetings, and holiday campaigns will launch on Nov. 1.

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

#### **Personnel Committee Report**

Representing the personnel committee, Ms. Faulkner recommended changes to the RLCVB Policy and Procedures and Employee Manual.

**Action Item #7: Mr. Pullin made a motion to approve the recommended changes to the RLCVB Policy and Procedures and Employee Manuel. Mr. Owens 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 September. Revenues exceeded expenses for the year.

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

**Chairman's Report**

Mr. Perot shared that there will be an added agenda item in future meetings to highlight one new project or initiative that is currently being executed by CVB staff.

**Action Item #9: Mr. Parker made a motion to approve the Chairman's Report. Mr. Owens seconded. All present said aye. Motion passed unanimously.**

**Proposed 2022 Budget**

Ms. Carrier presented the amended 2021 budget and proposed 2022 budget.

**Action Item #10: Mr. Parker made a motion to approve the amended 2021 budget and proposed 2022 budget. Mr. Owens seconded. All present said aye. Motion passed unanimously.**

**Meeting was adjourned at 8:37 a.m.**