



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

**Minutes**

**Members Present:**

Rob Owens, Chair  
Matt Pullin, Vice Chair  
Chris Wyatt, Treasurer  
Andy Durrett  
Staci Faulkner  
Jeff McGehee  
Brandon Norris

**Members Absent:**

Adarian Williams

**Staff Present:**

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

**Call to Order**

Mr. Owens called the meeting to order at 8:01 a.m.

**Invocation**

Mr. McGehee presented the invocation.

**Review of Mission Statement**

Ms. Faulkner presented the mission statement.

**Approval of Agenda**

**Action Item #1: Mr. Wyatt made a motion to approve the agenda. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.**

**Approval of Minutes**

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

## **Public Comment**

None

## **Strategic Plan Proposal**

Mr. Chris Cavanaugh with Magellan Strategy Group presented a proposal for strategic planning services to the board for consideration. The board will compare proposals at the next board meeting before voting on a provider for organizational strategic planning.

## **Sales & Marketing Report**

Ms. Davis presented proposals for website development and data intelligence services to be voted on by the board.

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

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

Ms. Carrier reported that lodging tax was up 13.47% for October; up 13.30% for the year. She presented board recognitions, thanking Mr. Durrett for his service to the board and Mr. Owens for his service as 2023 board chairman.

**Action Item #4: Mr. Pullin made a motion to approve the President's Report. Mr. Wyatt seconded. All present said aye. Motion passed unanimously.**

## **Approvals**

**Action Item #5: Mr. Pullin made a motion to award the 2023 Hospitality Award to the Lincoln Parish 150<sup>th</sup> Planning Committee. Mr. Wyatt seconded. All present said aye. Motion passed unanimously.**

**Action Item #6: Mr. Pullin made a motion to use the remaining balance of the 2023 Grants budget to pre-pay the hub project commitment of Lincoln Parish Park. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.**

**Action Item #7: Mr. Pullin made a motion to award Tempest the contract for website development. Mr. Wyatt seconded. All present said aye. Motion passed unanimously.**

**Action Item #8: Mr. Pullin made a motion to award Tourism Economics a three-year contract for data intelligence. Mr. Durrett seconded. All present said aye. Motion passed unanimously.**

**Action Item #9: Mr. Wyatt made a motion to enter into a consulting contract with Tico Soto of Tourism Tactics by Tico. Mr. Pullin seconded. All present said aye. Motion passed unanimously.**

## **Treasurer's Report**

Mr. Wyatt presented the Treasurer's report. He shared that the CVB is ending the year within budget with revenues exceeded expenses for the month; revenues exceeded expenses for the year.

**Action Item #10: Mr. Pullin made a motion to approve the Treasurer's Report. Mr. Norris seconded. All present said aye. Motion passed unanimously.**

**Chairman's Report**

Mr. Owens wished everyone a Merry Christmas and thanked them for their commitment to the board this year.

**Action Item #11: Mr. Pullin made a motion to approve the Chairman's Report. Mr. Wyatt seconded. All present said aye. Motion passed unanimously.**

**Action Item #12: Mr. Pullin made a motion to adjourn the meeting. Mr. Durrett seconded. All present said aye. Motion passed unanimously.**

Meeting was adjourned at 9:17 a.m.