



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. APRIL 15, 2021
2111 NORTH TRENTON
RUSTON, LA**

Minutes

Members Present:

Marc Newman, Chair
Josh Perot, Treasurer
Paul Kabbes, Vice Chair
Andy Durrett
Staci Faulkner
Jeff McGehee
Rob Owens
Jeff Parker

Staff Present:

Amanda Carrier, President & CEO
Tori Davis, Marketing Director

Members Absent:

Matt Pullin

Call to Order

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

Invocation

Mr. Kabbes presented the invocation.

Review of Mission Statement

Ms. Faulkner presented the mission statement.

Approval of Agenda

Action Item #1: It was noted that the discussion of the Lincoln Parish Hospitality Award needed to be added to the agenda. The addition was made. Mr. Parker made a motion to approve the agenda. Mr. Perot seconded. All present said aye. Motion passed unanimously.

Approval of Minutes

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

Public Comments

None

President/CEO's Report

Ms. Carrier reported that lodging tax was up 46.8% for February and up 12.24% for the year. She noted that this was still a 3% increase from 2019 when occupancy wasn't affected by COVID-19.

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

Sales and Marketing Report

Ms. Davis presented the sales and marketing report. She noted that they are seeing significant increases in website traffic, as well as time on site, which is the result of current digital campaigns.

Action Item #4: Mr. Perot made a motion to approve the Sales & Marketing Report. Mr. Kabbes seconded. All present said aye. Motion passed unanimously.

Treasurer's Report

Mr. Perot presented the Treasurer's report. He reported that expenses exceeded revenues for the month of March. Expenses exceeded revenues for the year. Mr. Perot noted this is typical for Q1 and we should see expenses level out in the next quarter.

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

Chairman's Report

Mr. Newman shared that the CVB's Executive Committee will be meeting with the Chamber's Executive Committee to discuss the agreement between the two entities. He also shared that a draft of the sponsorship agreement with the Sports Complex has been received and is being fine-tuned. Lastly, he reported the CVB did receive PPP.

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

Discussion of Hospitality Award

The Board discussed potential recipients for the Lincoln Parish Hospitality Award. It was recommended that the award be presented to Chris Garriga, Johnny Gaudet, and the Log Cabin ad Ponchatoulas Teams.

Action Item #7: Mr. Owens made a motion to accept the recommendation. Mr. McGehee seconded. All present said aye. Motion passed unanimously.

Meeting was adjourned at 8:27 a.m.