



RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. DECEMBER 16, 2022
2111 NORTH TRENTON STREET
RUSTON, LA

Minutes

Members Present:

Josh Perot, Chair
Rob Owens, Vice Chair
Andy Durrett
Staci Faulkner
Melanie Jones
Tim Padgett

Staff Present:

Amanda Carrier, President & CEO
Emily Stogner, Marketing & Communications Director

Members Absent:

Jeff McGehee
Matt Pullin, Treasurer
Chris Wyatt

Call to Order

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

Invocation

Mr. Owens presented the invocation.

Review of Mission Statement

Ms. Faulkner presented the mission statement.

Approval of Agenda

Action Item #1: Ms. Jones made a motion to approve the agenda with the addition of Item IV Grant Approvals. Mr. Owens 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 November meeting. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.

Public Comment

None

Grant Recipients

Action Item #3: Ms. Jones made a motion to approval grant requests from Dixie Center for the Arts and LA Tech VISTA Program. Mr. Pullin seconded. All present said aye. Motion passed unanimously.

President/CEO's Report

Ms. Carrier reported that lodging tax was down 6.84% for October and up 5.09% year-to-date. She reported that discussion on the Library Events Center was on-going. She is waiting for insurance information and discussing impact with hotels.

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

Sales & Marketing Report

Ms. Stogner reported an average increase in social media engagement across all channels. She reported a 22% increase in website traffic compared to October. Current ads and marketing efforts revolve around Christmas time in Ruston.

Action Item #6: Ms. Jones made a motion to approve the Sales & Marketing Report. 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 November. Revenues exceed expenses for the year.

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

Chairman's Report

Mr. Perot reminded the board of upcoming events happening and asked the board to support these events however they could.

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

Presentation of Award

Ms. Carrier presented Mr. Perot with a Placard of Appreciation for his outstanding service as the 2022 Chairman of the Board.

Meeting was adjourned at 8:24 a.m.