



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. DECEMBER 19, 2019
2111 NORTH TRENTON STREET
RUSTON, LA**

Minutes

Members Present:

Jeff Parker, Chair
Andy Durrett, Treasurer
Marc Newman, Vice Chair
Claire Givens
Skip Russell
Staci Faulkner

Members Absent:

Paul Kabbes
Josh Perot
Bradley Walker

Staff Present:

Travis Napper, President/CEO
Amanda Carrier, Marketing Director

Visitors Present:

James Ramsaur

Call to Order

Mr. Parker called the meeting to order at 8:34 a.m.

Invocation

Mr. Russell presented the invocation.

Review of Mission Statement

Ms. Givens presented the mission statement.

Approval of Agenda

Action Item #1: Mr. Russell made a motion to approve the agenda with the adjustment of removing item VIII discussed at the previous meeting. Mr. Durrett seconded. All present said aye. Motion passed unanimously.

Approval of Minutes

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

Public Comments

Mr. Ramsuar spoke about a possible future agreement between the park and the CVB.

President/CEO's Report

Mr. Napper reported that the lodging tax was up 19% for the month and up 6.5% for the year. November should be up, and December is looking positive as well. He reminded the board about the NAIA Football National Championship game happening Saturday in Grambling and encouraged everyone to attend. Pep rallies will also be help for both teams Friday night in Railroad Park. Mr. Napper updated the board on a meeting held with representatives from The Albany Conversations for Ruston to be the new location for the event in 2021. He announced that the LTA Annual Meeting will be held January 29-30. He also announced the CVB has been chosen as the recipient of an STS award, more information will be announced in the coming weeks. Mr. Napper also commended board member Marc Newman on his work with NAIA. He's been a great advocate for the CVB and partnership with GSU.

Treasurer's Report

Mr. Durrett gave the financial report. Revenues exceeded Expenses for the month. Expenses exceeded Revenues for the year.

Action Item #3: Mr. Russell made a motion to hold approve the treasurer's report. Ms. Givens seconded. All present said aye. Motion passed unanimously.

Chairman's Report

Mr. Parker thanks Mr. Napper and Ms. Carrier for their work and thanked the board for their service throughout the year.

Sales and Marketing Committee Report

Ms. Carrier gave a preview of the CVB's 2020 ad and media plans to the board.

Election of 2020 Officers

Mr. Napper put forth the nominations for Mr. Durrett to become Chairman, Mr. Perot become Vice Chairman, and Mr. Newman to become Treasurer.

Action Item #4: Mr. Russell made a motion to approve the 2020 Officers as presented. Mr. Parker seconded. All present said aye. Motion passed unanimously.

Chairman's Report

Mr. Parker informed the board of upcoming events and that LA Tech and GSU both have potential for hosting championship games. He reminded the board to take part in all the Christmas activities coming up as well.

Mr. Parker was presented a plaque in appreciation of his year as chairman of the board.

Meeting was adjourned at 8:56 a.m.