



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. FEBRUARY 22, 2024
2111 NORTH TRENTON ST.
RUSTON, LA**

Minutes

Members Present:

Matt Pullin, Chair
Brandon Norris, Treasurer
Staci Faulkner
Gerald Jordan
Brandon Logan
Eric McCulloch
Jeff McGehee
Rob Owens

Members Absent:

Chris Wyatt, Vice Chair

Staff Present:

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

Call to Order

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

Invocation

Mr. McCulloch presented the invocation.

Review of Mission Statement

Mr. Norris presented the mission statement.

Approval of Agenda

Action Item #1: Ms. Faulkner made a motion to approve the agenda. Mr. Jordan 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 January board meeting. Mr. McCulloch seconded. All present said aye. Motion passed unanimously.

Public Comment

None.

Product Development Committee Report

Mr. Owens reported that the committee would like to get clarification on a few items in the White Oak Venue grant application before a recommendation can be made. He also shared that the committee toured The Gilbert Center, a project of the Ross Lynn Charitable Foundation (RLCF). RLCF will be updating their grant application with current projection information for consideration.

Action Item #3: Mr. McCulloch made a motion to approve the product development committee report. Mr. McGehee seconded. All present said aye. Motion passed unanimously.

President/CEO's Report

Ms. Carrier reported that lodging tax was down 0.59% for December; up 10.03% for 2023. She shared about recent advocacy efforts, including meetings with local stakeholders to review the 2023 tourism report. She also shared updates for several CVB grant-funded projects including the Ruston Skatepark, Ruston Farmers Market Test Kitchen, and the Flow Trails Hub at Lincoln Parish Park.

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

Sales & Marketing Report

Ms. Davis gave an update on the development of a new Experience Ruston website, set for launch in October 2024. She also shared a preview of 318 Week, a week dedicated to local tourism awareness and advocacy.

Action Item #5: Mr. McGehee made a motion to approve the Sales & Marketing Report. Mr. Norris seconded. All present said aye. Motion passed unanimously.

Treasurer's Report

Mr. Norris presented the Treasurer's report. He shared that although expenses exceeded revenues for the month of January, the CVB has a strong cash position.

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

Chairman's Report

Mr. Pullin encouraged the board to continue sharing ideas for events and destination development projects that will help sustain arts and attractions in the area.

Action Item #7: Mr. McGehee made a motion to approve the Chairman's Report. Mr. Owens seconded. All present said aye. Motion passed unanimously.

Partner Updates

Mr. Logan shared that a new GSU president is set to be announced later this afternoon and there will be a new student success center coming soon on campus. Mr. Jordan shared about new opportunities for engagement and advertising at Louisiana Tech athletic facilities.

Action Item #8: Mr. McCulloch made a motion to adjourn the meeting. Mr. Norris seconded. All present said aye. Motion passed unanimously.

Meeting was adjourned at 9:12 a.m.