



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. JANUARY 21, 2021
2111 NORTH TRENTON
RUSTON, LA**

Minutes

Members Present:

Marc Newman, Chair
Paul Kabbes, Vice Chair
Josh Perot, Treasurer
Staci Faulkner
Jeff Parker
Matt Pullin
Andy Durrett

Staff Present:

Amanda Carrier, President & CEO
Tori Davis, Marketing Director

Provisional Members Present:

Jeff McGehee
Rob Owens

Call to Order

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

Invocation

Ms. Faulkner presented the invocation.

Review of Mission Statement

Mr. Durrett presented the mission statement.

Approval of Agenda

Action Item #1: Mr. Kabbes made a motion to approve the agenda. Mr. Perot seconded. All present said aye. Motion passed unanimously.

Approval of Minutes

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

Public Comments

None

President/CEO's Report

Ms. Carrier reported that the lodging tax was down 35.65% for November and down 24.86% for the year. December looks to be down about 22%, putting lodging tax down 25% for 2020. Ms. Carrier announced that the two open seats on the board have been filled by Rob Owens and Jeff McGehee, who will both be confirmed by the Police Jury on February 9. She also shared that CVBs are included in the most recent round of PPP and asked for board approval in seeking PPP funding.

Action Item #3: Mr. Durrett moved that the CVB initiate steps to apply for the second round of PPP funds. Mr. Perot seconded. All present said aye. Motion passed unanimously.

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

Sales and Marketing Report

Ms. Davis reported that website traffic for December was down 6.8% and blog traffic was down 9.7% from last year. Ms. Davis shared that the CVB will be doing a staycation campaign in spring and a culinary campaign in early summer utilizing grant funds from the Louisiana Office of Tourism.

Action Item #5: Mr. Parker 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. Expenses exceeded revenues for the year.

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

Chairman's Report

Mr. Newman announced that a suggested committee structure will be sent out to the board in the coming days. He then prompted the board to continue discussions on the partnership with the Ruston Sports Complex.

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

Notice of 2021 Meeting Dates

The Board of Directors will meet on the following dates: January 21, February 18, March 18, April 15, May 20, June 17, July 15, August 19, September 16, October 21, November 18, and December 16. All Board meetings are scheduled to begin promptly at 8:00 a.m. in the Board Room of the Ruston Lincoln Visitors Center unless otherwise noted. The executive committee will meet on the day before at 4:00 p.m. in the Conference Room of the Visitors Center.

Meeting was adjourned at 8:32 a.m.