



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
8:00 A.M. JANUARY 25, 2024  
WHITE OAK VENUE  
515 LA-3072, RUSTON, LA**

**Minutes**

**Members Present:**

Matt Pullin, Chair  
Chris Wyatt, Vice Chair  
Brandon Norris, Treasurer  
Staci Faulkner  
Gerald Jordan  
Jeff McGehee  
Adarian Williams

**Members Absent:**

Rob Owens

**Staff Present:**

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

**Guest Present:**

Brandon Logan  
Eric McCulloch

**Call to Order**

Mr. Pullin called the meeting to order at 8:10 a.m.

**Invocation**

Mr. Williams presented the invocation.

**Review of Mission Statement**

Mr. Wyatt presented the mission statement.

**Approval of Agenda**

**Action Item #1: Mr. McGehee made a motion to amend Agenda Item VII to "Election of 2024 Officers." Mr. Pullin, Mr. Wyatt, Ms. Faulkner, Mr. Jordan, Mr. Norris, Mr. McGehee, and Mr.**

**Williams said aye. Ms. Faulkner moved to accept the amended agenda. Mr. Norris seconded. All present said aye. Motion passed unanimously.**

#### **Approval of Minutes**

**Action Item #2: Mr. Williams made a motion to approve the minutes from the December board meeting. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.**

#### **Public Comment**

The new and incoming board members introduced themselves to the group.

#### **Election of 2024 Officers**

Mr. Pullin has been appointed 2024 Chair. Mr. Wyatt has been appointed 2024 Vice Chair. Mr. Norris has been appointed 2024 Treasurer.

**Action Item #3: Mr. McGehee made a motion to approve all three officer appointments. Mr. Williams seconded. All present said aye. Motion passed unanimously.**

#### **Grant Discussion – Brandon Williams, White Oak Venue**

Mr. Brandon Williams, Co-Owner of White Oak Venue, shared about the venue's history and the many amenities on the property, including four guest houses. The venue is looking to expand its amenities for groups and is seeking funds to add a five-stand for sporting clay on the property. They would offer this to their wedding parties, in addition to hosting public hours for walk ups. White Oak envisions this asset being used by local nonprofits for fundraising events and, eventually, hosting competitive tournaments with regional shooting groups. The board will discuss the grant request and vote on the application at a future meeting.

#### **President/CEO's Report**

Ms. Carrier reported that lodging tax was down 14.22% for November; up 10.69% for 2023. She announced that committee assignments have been made and finalized that the board will meet on the fourth Thursdays of each month at 8:00 a.m. in 2024. Ms. Carrier asked for a resolution to enter into a CEA with the State Treasury Department for Visitor Enterprise Funds.

**Action Item #4: Mr. Wyatt made a motion for a resolution to enter into a CEA with the state for Visitor Enterprise Funds. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.**

**Action Item #5: Mr. McGehee made a motion to approve the President's Report. Mr. Wyatt seconded. All present said aye. Motion passed unanimously.**

#### **Sales & Marketing Report**

Ms. Davis presented the 2023 Q4 marketing report to the board, including successful metrics of recent campaigns and a notable growth in social media followers and engagement.

**Action Item #6: Mr. Williams made a motion to approve the Sales & Marketing Report. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.**

### **Treasurer's Report**

Mr. Norris presented the Treasurer's report. He shared that while there was a loss for the month of December, revenues exceeded expenses for the year. He also shared that CD rates were recently updated.

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

### **Chairman's Report**

Mr. Pullin shared that the executive committee met recently and discussed restructuring the grant application and distribution process. Additional updates will be made before grant applications reopen in the spring.

**Action Item #8: Mr. Wyatt made a motion to approve the Chairman's Report. Mr. Williams seconded. All present said aye. Motion passed unanimously.**

### **Partner Updates**

Mr. Williams shared that he has enjoyed his time on the board and looks forward to seeing the continued work of the organization. Mr. McCulloch shared about the upcoming Chamber Awards Banquet on February 1. Mr. Jordan shared that Louisiana Tech Athletics will be releasing the 2024 football schedule in the coming weeks.

**Action Item #9: Ms. Faulkner made a motion to adjourn the meeting. Mr. Williams seconded. All present said aye. Motion passed unanimously.**

**Meeting was adjourned at 9:16 a.m.**