



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. JUNE 18, 2020
VIA TELECONFERENCE
uberconference.com/room/rustonlincolncvb
NUMBER (720) 835-5368, PIN 63267**

Minutes

Members Present:

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

Staff Present:

Amanda Carrier, President & CEO

Call to Order

Mr. Durrett called the meeting to order at 8:02 a.m.

Invocation

Mr. Walker presented the invocation.

Review of Mission Statement

Ms. Faulkner presented the mission statement.

Approval of Agenda

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

Approval of Minutes

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

Public Comments

None

President/CEO's Report

Ms. Carrier reported that the lodging tax was down 46% for April and 35.2% for the year. May is looking better than previous months and the first weekend of June was a great weekend. Ms. Carrier said she is in the process of revising the 2020 budget and should be ready for presentation to the board by next meeting. The Ruston Sports Complex is continuing to host tournaments of various sizes each weekend. She announced that she had a meeting with the mayor two weeks ago and the conversation is ongoing as to how the CVB and complex can partner. Interviews for the marketing director position have concluded; Ms. Carrier stated she hoped to be making an offer in the coming weeks. Ms. Carrier also announced that it has been requested from the president of the Louisiana CVB's Association that each organization release a statement addresses racial discrimination. Ms. Carrier will email out a draft of the CVB's statement.

Sales and Marketing Report

Ms. Carrier reported that the CVB has taken advantage of the \$3K marketing granted offered by LOT. The CVB is beginning to turn back on SEM campaigns and social media campaigns.

Action Item #3: Ms. Givens made a motion to approve the Presidents Report and the Sales & Marketing Report. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.

Treasurer's Report

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

Action Item #4: Mr. Perot made a motion to approve the treasurer's report. Mr. Kabbes seconded. All present said aye. Motion passed unanimously

Chairman's Report

Mr. Durrett mentioned that Ms. Carrier had two candidates that were promising for the marketing director position. He also stated that having traveled to a more metropolitan area recently, that Ruston & Lincoln Parish seem to be a little ahead with travel and accommodations; and that hopefully we would see things getting back to closer to normal soon.

Action Item #6: Mr. Newman made a motion to approve the President's Report. Ms. Faulkner seconded. All present said aye. Motion passed unanimously

Meeting was adjourned at 8:16 a.m.