



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. MARCH 18, 2021
2111 NORTH TRENTON
RUSTON, LA**

Minutes

Members Present:

Marc Newman, Chair
Josh Perot, Treasurer
Staci Faulkner
Jeff McGehee
Jeff Parker
Matt Pullin

Staff Present:

Amanda Carrier, President & CEO
Tori Davis, Marketing Director

Members Absent:

Paul Kabbes, Vice Chair
Andy Durrett
Rob Owens

Call to Order

Mr. Newman called the meeting to order at 8:07 a.m.

Invocation

Mr. Newman presented the invocation.

Review of Mission Statement

Mr. Parker presented the mission statement.

Approval of Agenda

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

Approval of Minutes

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

Public Comments

None

President/CEO's Report

Ms. Carrier reported that lodging tax was down 13.85% for January. Lodging numbers for February and March both look promising. She shared that the CVB recently took over coordination of the Louisiana Peach Festival in partnership with Downtown Ruston.

Action Item #3: Mr. Perot made a motion to approve the President's Report. Mr. Pullin seconded. All present said aye. Motion passed unanimously.

CVB Resolution for SBC

Ms. Carrier presented a revised resolution to the Board to be submitted to the State Bond Commission for the purpose of applying for the Paycheck Protection Program.

Action Item #4: Mr. Pullin made a motion to adopt the revised board resolution. Mr. Parker seconded. All present said aye. Motion passed unanimously.

Sales and Marketing Report

Ms. Davis presented the sales and marketing report.

Action Item #5: Mr. McGehee made a motion to approve the Sales & Marketing Report. Mr. Pullin 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 of February. Expenses exceeded revenues for the year.

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

Chairman's Report

Mr. Newman noted that with more people being vaccinated, travel sentiment is improving, and we are hopeful for a promising year ahead.

Action Item #7: Mr. Perot made a motion to approve the Chairman's Report. Mr. McGehee seconded. All present said aye. Motion passed unanimously
Meeting was adjourned at 8:18 a.m.