

RUSTON LINCOLN CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS MEETING 8:00 A.M. MARCH 23, 2023 2111 NORTH TRENTON STREET RUSTON, LA

Minutes

Members Present:

Rob Owens, Chair Matt Pullin, Vice Chair Chris Wyatt, Treasurer Andy Durrett Staci Faulkner Tim Padgett Jeff McGehee **Staff Present:**

Amanda Carrier, President & CEO Emily Stogner, Marketing & Communications Director

Members Absent:

Josh Perot

Call to Order

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

Invocation

Mr. Durrett presented the invocation.

Review of Mission Statement

Mr. Padgett presented the mission statement.

Approval of Agenda

Action Item #1: Mr. Wyatt made a motion to approve the agenda. Mr. Pullin 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 February and March special meeting. Mr. Durrett seconded. All present said aye. Motion passed unanimously.

Public Comment

None

President/CEO's Report

Ms. Carrier reported that lodging tax was up 2.67% for January. Ms. Carrier reminded board members to go out and vote on March 25 for the alcohol referendums. She announced the Tourism Breakfast is scheduled for May 12.

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

Approvals

Ms. Carrier presented the board with an approval for the CVB to enter into a CEA with the State Treasury Department in order to receive Visitor Enterprise Funds. Ms. Carrier also put before the board a grant request from Lincoln Parish Park for funding a hub for the flow trail system being built within the park.

Action Item #5: Mr. Pullin made a motion to approve both of the items. Mr. McGehee seconded. All present said aye. Motion passed unanimously.

Sales & Marketing Report

Ms. Stogner reported an average increase in social media engagement across all channels. She reported a decrease in overall website and blog traffic compared to January. However, this is expected due to the limited number of events occurring in the month of February. Current ads and marketing efforts revolve around planning vacations and meetings in Lincoln Parish and the Louisiana Peach Festival coming in May. Ms. Stogner also went through some preliminary reports of the month of February in Ruston-Lincoln Parish for the last 4 years.

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

Treasurer's Report

Mr. Wyatt presented the Treasurer's report. Expenses were up for the month of February due to contract renewals and gas rates. He noted that it was expected, and the budget would even out towards the middle of the year.

Action Item #8: Mr. Pullin made a motion to approve the Treasurer's Report. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.

Chairman's Report

None

Partner Updates

Mr. Padgett updated the board on upcoming Louisiana Tech sporting events that are set to come back or that in the approval process.

Meeting was adjourned at 9:03 a.m.