



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. SEPTEMBER 17, 2020
VIA TELECONFERENCE
ZOOM Meeting ID: 886 1785 6021
1 (312) 626-6799, PASSCODE 497438**

Minutes

Members Present:

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

Staff Present:

Amanda Carrier, President & CEO
Tori Davis, Marketing Director

Members Absent:

Claire Givens
Bradley Walker

Call to Order

Mr. Durrett called the meeting to order at 8:04 a.m.

Invocation

Mrs. Faulkner presented the invocation.

Review of Mission Statement

Mr. Pullin 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: Minutes were corrected to show that Mr. Perot was present at the August 20 board meeting. Mr. Perot made a motion to approve the minutes from the previous meeting. Mrs. Faulkner seconded. All present said aye. Motion passed unanimously.

Public Comments

None

President/CEO's Report

Mrs. Carrier reported that the lodging tax was down 42.38% for July and 40.19% for the year. She shared that CVB staff completed a board retreat in August to adjust the priorities and timeline of the CVB's strategic plan which will now carry into 2023. Mrs. Carrier noted that she would like to have November's board meeting in person so that the annual audit can be presented to the board.

Approvals

Mrs. Carrier reviewed sponsorship proposals from GSU and LA Tech Athletics and asked the board's approval to move forward with both.

Action Item #3: Mr. Perot made a motion to move forward with both sponsorships. Mr. Pullin seconded. All present said aye. Motion passed unanimously

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

Sales and Marketing Report

Mrs. Davis reported that website traffic for August was down 5.7% from last year. This decrease was expected, as annual fall events and football promotions did not begin in August as usual. There were also no paid digital campaigns running in August.

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. Newman 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. Parker seconded. All present said aye. Motion passed unanimously

Chairman's Report

Mr. Durrett reported that while tourism activity is still limited, Phase III has allowed some events and sports to move forward, including college and high school football.

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

Proposed 2021 Budget

Mrs. Carrier presented the proposed 2021 budget to the Board. She noted that the 2021 budget reflects an increase in grants and marketing which will allow the CVB to lead tourism recovery efforts in the community.

Action Item #8: Mr. Kabbes made a motion to approve the proposed 2021 budget. Mr. Newman seconded. All present said aye. Motion passed unanimously

Meeting was adjourned at 8:27 a.m.