



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. SEPTEMBER 28, 2023
2111 NORTH TRENTON
RUSTON, LA**

Minutes

Members Present:

Rob Owens, Chair
Matt Pullin, Vice Chair
Chris Wyatt, Treasurer
Andy Durrett
Brandon Norris
Adarian Williams

Members Absent:

Staci Faulkner
Jeff McGehee
Tim Padgett

Staff Present:

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

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. Wyatt presented the mission statement.

Approval of Agenda

Action Item #1: The agenda was amended to remove agenda item VII – Audit Report. Mr. Wyatt made a motion to approve the amended agenda. Mr. Williams seconded. Mr. Owens, Mr. Pullin, Mr. Wyatt, Mr. Durrett, Mr. Norris, and Mr. Williams said aye. Motion passed unanimously.

Approval of Minutes

Action Item #2: Mr. Norris made a motion to approve the minutes from the August 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 22.03% for July; up 8.33% for the year. She shared that Ruston had a successful showing at the Louisiana Food and Wine Festival, with Bad Wolf BBQ taking home two awards.

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

Marketing Report

Ms. Davis presented the Q3 marketing report. She shared about current culinary campaigns that are running, as well as website and social media performance.

Action Item #4: Mr. Pullin made a motion to approve the Marketing Report. Mr. Williams seconded. All present said aye. Motion passed.

Product Development Committee Report

Ms. Carrier shared that the Product Development Committee recently met to discuss a grant application for the Autrey House, a historic attraction in Dubach. The committee recommended approving the \$7,000 request to fix foundation issues at the Autrey House.

Action Item #5: Mr. Durrett made a motion to accept the recommendation from the Product Development Committee. Mr. Wyatt seconded. All present said aye. Motion passed unanimously.

Treasurer's Report

Mr. Wyatt presented the Treasurer's report. Revenues exceeded expenses for the month; expenses exceeded revenues for the year.

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

Proposed 2023 Amended Budget & 2024 Budget

Ms. Carrier presented the 2023 amended budget and 2024 budget to the board.

Action Item #7: Mr. Durrett made a motion to approve the 2023 amended budget and 2024 budget. Mr. Pullin seconded. All present said aye. Motion passed unanimously.

Chairman's Report

Mr. Owens commended the staff on their recent marketing efforts and encouraged the board to share about available grant funds with local organizations that might be able to utilize the funds.

Meeting was adjourned at 8:41 a.m.