



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:30 A.M. AUGUST 19, 2019
2111 NORTH TRENTON STREET
RUSTON, LA**

Minutes

Members Present:

Jeff Parker, Chair
Andy Durrett, Treasurer
Staci Faulkner
Claire Givens
Paul Kabbes
Josh Perot
Skip Russell

Staff Present:

Travis Napper, President/CEO
Amanda Carrier, Marketing Director

Members Absent:

Marc Newman, Vice Chair
Bradley Walker

Call to Order

Mr. Parker called the meeting to order at 8:32 a.m.

Invocation

Mr. Russell presented the invocation.

Review of Mission Statement

Mr. Parker presented the mission statement.

Approval of Agenda

Action Item #1: Mr. Perot made a motion to approve the agenda with the correction of Mr. Parker's name. Mr. Durrett seconded. All present said aye. Motion passed unanimously.

Approval of Minutes

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

Public Comments

None

President/CEO's Report

Mr. Napper reported that the lodging tax was down 18% for the month and down 2% for the year. July and August are projected to be up. He reported that overall the Dixie Youth Baseball World Series was a success. Mr. Napper and Ms. Givens both shared statements from guests on Ruston's hospitality. Mr. Napper updated the board on upcoming events. He shared that the NAIA planning was moving ahead for December and that everyone seemed to be pleased with progress so far. Mr. Napper reminded the board about the DestinationNEXT assessment that was emailed Tuesday and reminded everyone they have one month to take the survey.

Treasurer's Report

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

Action Item #3: Mr. Russell made a motion to hold approve the treasurer's report. Mr. Perot seconded. All present said aye. Motion passed unanimously

Chairman's Report

Mr. Parker asked the board to take the DestinationNEXT assessment as soon as possible and to pass the survey long to any key people. He shared with the board information from a recent CVB press release sent following a UNO Hospitality Research Center report stating that Lincoln Parish was up 8.21% in director visitor spending in 2018 from 2017 and was 22nd in percentage growth in all 64 parishes.

Meeting was adjourned at 9:08 a.m.