



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
9:00 A.M. AUGUST 20, 2020
VIA TELECONFERENCE
ZOOM Meeting ID: 831 5542 5445
1 (312) 626-6799, PASSCODE 497438**

Minutes

Members Present:

Andy Durrett, Chair
Josh Perot, Vice Chair
Marc Newman, Treasurer
Claire Givens
Paul Kabbes
Jeff Parker
Bradley Walker

Staff Present:

Amanda Carrier, President & CEO
Tori Davis, Marketing Director

Members Absent:

Staci Faulkner
Matt Pullin

Call to Order

Mr. Durrett called the meeting to order at 9:04 a.m.

Invocation

Mr. Parker presented the invocation.

Review of Mission Statement

Mr. Durrett presented the mission statement.

Approval of Agenda

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

Approval of Minutes

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

Public Comments

None

President/CEO's Report

Ms. Carrier reported that the lodging tax was down 33.46% for June and 39.75% for the year with July looking to be down about 44%, which is in line with trending industry standards. Ms. Carrier also shared that she met with Mike Walsworth, the Lt. Governor's Office's new North Louisiana, to discuss any needs the organization currently had. She anticipates him being a great partner, as he is a long-time advocate for Louisiana tourism. Lastly, Ms. Carrier announced that the CVB staff will be holding a staff retreat on August 21 to review the 2020-2022 strategic plan and make necessary changes based on the current conditions.

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

Sales and Marketing Report

Ms. Davis reported that website traffic for July was up 3% over last year. This can partially be attributed to a digital marketing campaign that ran during the month of July using grant funding from Louisiana Office of Tourism (LOT). Blog traffic was also up, with "Where to Find Ruston Peaches" and "COVID-19 Concerns and Prevention" being the top posts. Top social content included features on Lincoln Parish Park, outdoor dining, peaches, and the best burgers in Ruston.

Action Item #4: Mr. Kabbes made a motion to approve the Sales & Marketing Report. Mr. Walker seconded. All present said aye. Motion passed unanimously.

Treasurer's Report

Ms. Carrier gave the financial report for July on Mr. Newman's behalf. Expenses exceeded Revenues for the month. Expenses exceeded Revenues for the year.

Action Item #5: Mr. Kabbes 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 he had a meeting with Mayor Walker on July 17, where the Mayor proposed the idea of the CVB and Chamber of Commerce coming under the umbrella of the City of Ruston. The Mayor's reasoning for this was to streamline communication and finances between the three entities and better leverage resources.

The executive committee discussed this idea and ultimately decided that they did not see this as a beneficial move for the CVB, seeing as that the CVB is financially viable and has broader goals than the City of Ruston. However, the executive committee does feel it is important to continue working together in an informal alliance to better align communication and marketing efforts. Mr. Durrett noted that they also discussed a sponsorship package for the Ruston Sports Complex, which has yet to be received from City staff.

Action Item #6: Ms. Givens made a motion to approve the President's Report. Mr. Walker seconded. All present said aye. Motion passed unanimously

Meeting was adjourned at 9:25 a.m.