



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
8:00 A.M. DECEMBER 16, 2021  
2111 NORTH TRENTON ST.  
RUSTON, LA**

**Minutes**

**Members Present:**

Josh Perot, Chair  
Rob Owens, Treasurer  
Andy Durrett  
Staci Faulkner  
Tim Padgett  
Jeff Parker

**Staff Present:**

Amanda Carrier, President & CEO  
Tori Davis, Marketing Director

**Members Absent:**

Jeff McGehee  
Matt Pullin  
Shannon Reeves

**Guest Present:**

Amber Gates  
Oliver Neal  
Jason Walker

**Call to Order**

Mr. Perot called the meeting to order at 8:02 a.m.

**Invocation**

Mr. Owens presented the invocation.

**Review of Mission Statement**

Mr. Parker presented the mission statement.

**Approval of Agenda**

**Action Item #1: Ms. Faulkner made a motion to approve the agenda with a change of moving Items XI and XII after Item VII. Mr. Owens seconded. All present said aye. Motion passed unanimously.**

## **Approval of Minutes**

**Action Item #2: Mr. Parker made a motion to approve the minutes from the October meeting. Mr. Owens seconded. All present said aye. Motion passed unanimously.**

## **Public Comment**

Visitors Amber Gates, Oliver Neal, and Jason Walker introduced themselves and shared that they were visiting as part of the Leadership Lincoln program.

## **President/CEO's Report**

Ms. Carrier reported that lodging tax was up 5.09% for October and up 53.10% year-to-date. She noted that October 2021 was up 18.71% compared to October 2019 and year-to-date 2021 is up 24.64% compared to 2019. Ms. Carrier also called for discussion from the board on the nominees for the 2021 Lincoln Parish Hospitality Award.

**Action Item #3: Ms. Faulkner made a motion to award the 2021 Lincoln Parish Hospitality Award to Grambling State University. Mr. Durrett seconded. All present said aye. Motion passed unanimously.**

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

## **Election of 2022 Officers**

Ms. Carrier announced the nominated officers of the Board of Directors for 2022.

**Action Item #5: Mr. Parker made a motion to install Josh Perot as Chairman, Rob Owens as Vice Chairman, and Matt Pullin as Treasurer of the Board. Mr. Padgett seconded. All present said aye. Motion passed unanimously.**

## **Sales & Marketing Committee Report**

Ms. Davis presented the sales and marketing committee report, which included a proposed media and advertising plan for 2022.

**Action Item #6: Ms. Faulkner made a motion to approve the Sales & Marketing Committee Report. Mr. Owens seconded. All present said aye. Motion passed unanimously.**

## **Sales & Marketing Report**

Ms. Davis presented the sales and marketing report.

**Action Item #7: Mr. Owens made a motion to approve the Sales & Marketing Report. Mr. Durrett seconded. All present said aye. Motion passed unanimously.**

## **Treasurer's Report**

Mr. Owens presented the Treasurer's report. He reported that expenses exceeded revenues for the month of November. Revenues exceed expenses for the year.

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

**Chairman's Report**

Mr. Perot discussed changing the meeting day and time for 2022 board meetings to better accommodate all board members' schedules. A vote will be made in January.

**Action Item #9: Mrs. Faulkner made a motion to approve the Chairman's Report. Mr. Parker seconded. All present said aye. Motion passed unanimously.**

**Meeting was adjourned at 8:28 a.m.**