



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. DECEMBER 20, 2018
2111 NORTH TRENTON
RUSTON, LA**

Minutes

Members Present:

Andy Durrett, Vice Chair
Jeff Parker, Treasurer
Tiffany Baldwin
Claire Givens
Richard Lewis
Marc Newman

Staff Present:

Travis Napper, President/CEO
Amanda Carrier, Marketing Director

Members Absent:

Bradley Walker, Chair
Paul Kabbes
Skip Russell

Visitors Present:

Steve Craig, HMV

Call to Order

Mr. Durrett called the meeting to order at 8:09 a.m.

Invocation

Mr. Parker presented the invocation.

Review of Mission Statement

Mr. Lewis read aloud the CVB mission statement.

Approval of Agenda

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

Approval of Minutes

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

Public Comments

None

President/CEO's Report

Mr. Napper reported that the lodging tax was down 20% for November and down 8% for the year. He reported that the CVB held a hotel/motel meeting and discussed organizing another front desk training day with CVB staff. Mr. Napper gave a sports complex update. He reported that CVB's in the state had been approved to continue receiving money through the Enterprise Fund. Mr. Napper announce that Ms. Mamon would be picking up addition responsibilities and learning sales skills. Mr. Napper also announce the Louisiana Travel Association Meeting will be held January 23-24 in Alexandria, board members are welcome to attend, and the CVB would be receiving an award for Best Festival/Event of the Year for Loyal Blue Weekends.

Action Item #3: Mr. Newman made a motion to approve the President/CEO Report. Mr. Lewis seconded. All present said aye. Motion passed unanimously.

Treasurer's Report

Mr. Parker gave the financial report for November. Revenues exceeded Expenses for the month. Mr. Parker reminded the board that 2018 was a slow year for hotels, but 2019 is looking positive. Income is down, but the budget remains in good health.

Action Item #4: Mr. Newman made a motion to approve the treasurer's report. Mr. Lewis seconded. All present said aye. Motion passed unanimously

Chairman's Report

Mr. Durrett gave the chairman's report in Mr. Walker's absence. Mr. Durrett encouraged the board to get out and enjoy Christmas events in the area.

Action Item #5: Mr. Parker made a motion to approve the chairman's report. Ms. Baldwin seconded. All present said aye. Motion passed unanimously

2017 Audit Report

Mr. Craig presented the 2017 Audit Report. He announced the audit was a success with no negative comments.

Action Item #6: Mr. Parker made a motion to approve the 2017 Audit Report. Mr. Newman seconded. All present said aye. Motion passed unanimously.

Sales and Marketing Committee Report

Ms. Carrier present the board with the 2019 ad and marketing plans for the CVB.

Action Item #7: Ms. Givens made a motion to approve the Sales and Marketing Plans. Ms. Baldwin seconded. All present said aye. Motion passed unanimously.

Election of 2019 Officers

Mr. Napper put forth the nominations for Mr. Parker to become Chairman, Mr. Newman to become Vice Chairman, and Mr. Durrett to become Treasurer.

Action Item #8: Mr. Lewis made a motion to approve the 2019 Officers as presented. Ms. Givens seconded. All present said aye. Motion passed unanimously.

Meeting was adjourned at 8:54 a.m.