



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
8:00 A.M. DECEMBER 22, 2020  
2111 NORTH TRENTON  
RUSTON, LA**

**Minutes**

**Members Present:**

Andy Durrett, Chair  
Josh Perot, Vice Chair  
Marc Newman, Treasurer  
Staci Faulkner  
Matt Pullin  
Bradley Walker

**Staff Present:**

Amanda Carrier, President & CEO  
Tori Davis, Marketing Director

**Members Absent:**

Claire Givens  
Paul Kabbes  
Jeff Parker

**Call to Order**

Mr. Durrett called the meeting to order at 8:08 a.m.

**Invocation**

Mr. Newman presented the invocation.

**Review of Mission Statement**

Ms. Faulkner presented the mission statement.

**Approval of Agenda**

**Action Item #1: Mr. Newman made a motion to approve the agenda. Mr. Perot 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. 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 up 12.65% for October and down 23.65% for the year. She announced that Rob Owens of Beau Vines/Revelry of Ruston will be joining the Board as the new restaurant representative. She thanked Bradley Walker for his six years of service as the restaurant representative on the Board. Ms. Carrier also presented Andy Durrett with a plaque to thank him for his hard work as the 2020 Board Chair. Marc Newman will be the Chair of the Board of Directors in 2021.

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

#### **Sales and Marketing Report**

Ms. Davis reported that website traffic for November was up 34.5% and blog traffic was up 35% from last year. Holiday events was the top content driver on the website and social media channels for the month. Ms. Davis announced that we have received a \$60,000 reimbursement grant from the Louisiana Office of Tourism for marketing efforts in FY 2020-2021. The team is evaluating projects and campaigns that will make best use of these grant funds.

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

#### **Treasurer's Report**

Mr. Newman presented the Treasurer's report. He reported that Revenues exceeded Expenses for the month. Expenses exceeded revenues for the year.

**Action Item #5: Mr. Perot made a motion to approve the Treasurer's Report. Mr. Walker seconded. All present said aye. Motion passed unanimously**

#### **Chairman's Report**

Mr. Durrett asked Mr. Perot to present the Ruston Sports Complex partnership proposal from the City of Ruston. Mr. Perot presented the proposal and board members shared their thoughts. Conversations regarding the proposal will continue at the January meeting.

**Action Item #6: Mr. Newman made a motion to approve the Chairman's Report. Mr. Pullin seconded. All present said aye. Motion passed unanimously**

**Meeting was adjourned at 8:47 a.m.**