



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. JULY 15, 2021
2111 NORTH TRENTON
RUSTON, LA**

Minutes

Members Present:

Josh Perot, Chair
Rob Owens, Treasurer
Staci Faulkner
Jeff Parker
Matt Pullin
Andy Durrett
Shannon Reeves

Staff Present:

Amanda Carrier, President & CEO
Tori Davis, Marketing Director

Members Absent:

Paul Kabbes, Vice Chair
Jeff McGehee

Call to Order

Mr. Perot called the meeting to order at 8:05 a.m.

Invocation

Mr. Parker presented the invocation.

Review of Mission Statement

Mr. Reeves presented the mission statement.

Approval of Agenda

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

Approval of Minutes

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

Public Comments

None

President/CEO's Report

Ms. Carrier introduced the newest board member, Shannon Reeves, who serves as the Executive Director of Alumni Affairs at Grambling State University. She then reported that lodging tax was up 251% for May and up 94.44% year-to-date. She noted that May 2021 was up 38% over May 2019. Ms. Carrier shared that the 2020 audit will be presented to the board at the August meeting.

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

Sales and Marketing Report

Ms. Davis presented the sales and marketing report. She shared that there were 10 events in the parish in June that resulted in hotel traffic. Web traffic continues to exceed goal sessions, with event listings being a major driver of traffic in June. Ms. Davis also reported that the CVB will be working with Destination Innovate consultants on a few upcoming marketing projects.

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

Treasurer's Report

Mr. Owens presented the Treasurer's report. He reported that revenues exceeded expenses for the month of June. Expenses exceeded revenues for the year. Mr. Owens noted that the CVB continues to have a strong balance sheet.

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

Chairman's Report

Mr. Perot noted that there are several promising projects happening in the community including an archery range at Lincoln Parish Park and a skate park at the old city pool. The CVB will continue to be in discussions about these projects and other potential opportunities in the community.

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

Meeting was adjourned at 8:24 a.m.